

## Tourism Friendly Cities

Local Community and tourists together for  
urban sustainability



Tourism Friendly Cities is an URBACT Action Planning Network; it aims at exploring how tourism can be really sustainable in middle-sized cities, reducing the negative impact on neighborhoods and areas interested by different types of tourism

- o Lead Partner of the network is the city of Genoa, together with other 8 European cities: Braga, Druskininkai, Dubrovnik, Dun Laoghaire, Krakow, Rovaniemi and Venice





## THE PROGRAM

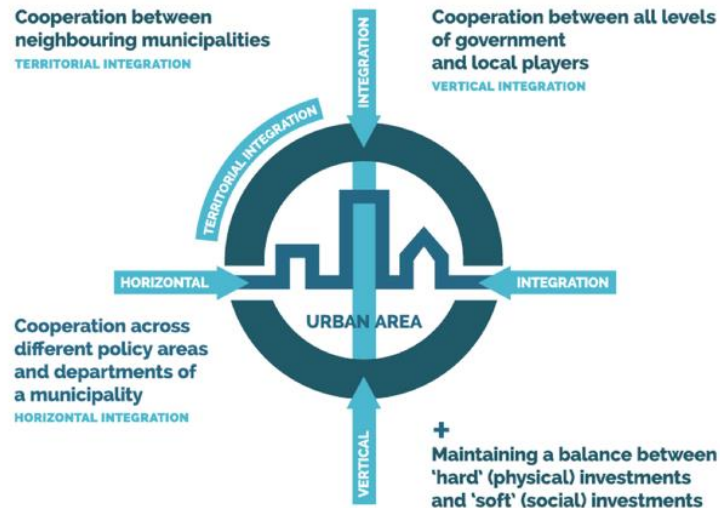
The URBACT program is based on the added value of transnational cooperation, the transfer of good practices, an integrated approach and the participatory method (in particular, citizens' participation process).

## Integrated Urban Development

### MEANS...

Cooperation between  
neighbouring municipalities  
TERRITORIAL INTEGRATION

Cooperation between all levels  
of government  
and local players  
VERTICAL INTEGRATION





## THEMATIC CONTENT - TFC

Promoting a sustainable impact of tourism is a challenge for many European cities, on the border between the need of attracting tourists and the need of managing tourist flows.

In order to keep a high standard in terms of quality and sustainability, local authorities need to cooperate with:

- different levels of governance
- private sector
- local communities and citizens
- tourists

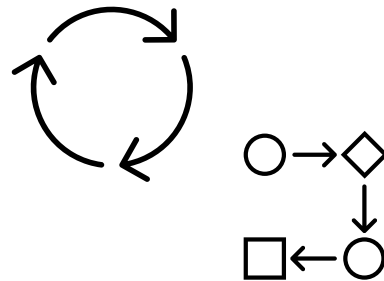




## THE METHOD

Within the network, there is a continuous flow of information between the two levels of work: Local and Transnational.

All the TFC work has a wide range of activities, learning methods and tools, as well as expected outputs and target audience.



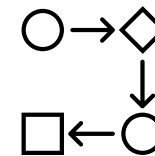
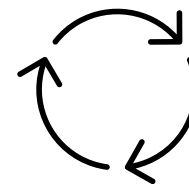


## Local Level:

At local level, every partner has created a sort of Living Lab, called URBACT local group, made up of a huge number of stakeholders, local authorities, civil society, with the mission of boosting the local ecosystem of sustainable tourism and co-creating ideas and innovative solutions.

## Transnational Level:

At transnational level, cities meet and cooperate together to promote, share and discuss ideas and approaches emerged at local level, as well as to increase knowledge and skills in relevant policy areas.





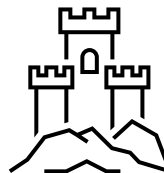
## CULTURAL CITIES

The Network is composed by different cities with an important cultural heritage:

Genoa  
Caceres  
Dubrovnik  
Krakow  
Venice



All these cities are aware of the need to preserve their historical heritage and local identity: at the same time, they are fully engaged in promoting sustainable tourism, for its impact on employment and business development.

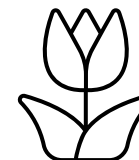
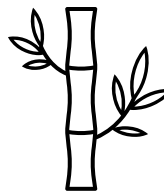




## ACTIONS DEVELOPED BY CULTURAL CITIES

The maintenance of cultural heritage, the quality of citizens' daily life and the goal to ensure the best possible experience, are at the core of all the actions taken in the cities before and after the COVID pandemic.

These actions are a set of short-term, medium-term and long-term measures and activities focused on sustainability, preservation and responsible promotion.







## Actions, some examples

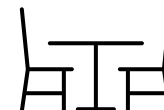
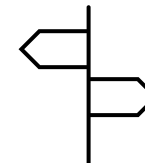
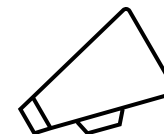
Genoa - City Card and implementation of new tourist routes; the Rolli Days Digital Week

Caceres - Adapting the offer to more individual and domestic tourism

Dubrovnik – “Respect the City” Campaign

Krakov – agreement with Airbnb platform; local campaign “Be a tourist in your city”

Venice - Support to bars and restaurants to use public space; communication campaign on respect



## Contacts

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