



TOURISM FRIENDLY CITIES

Local community and tourists
together for urban sustainability



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**WHAT IS
TOURISM
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CITIES?**

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**MORE ABOUT
TOURISM
FRIENDLY
CITIES**

WHAT IS *TOURISM FRIENDLY CITIES?*



WATCH THE VIDEO

OR

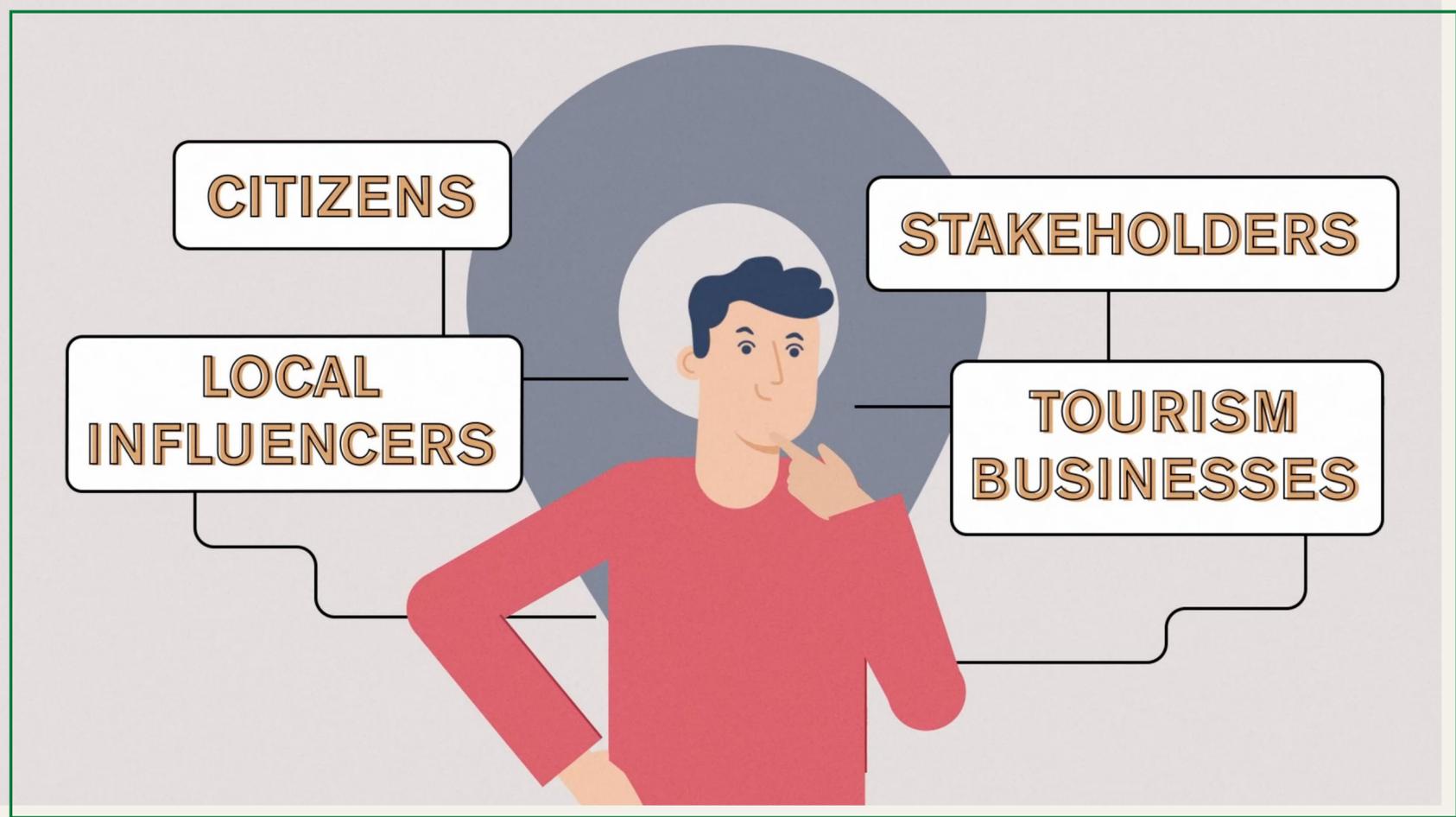


DISCOVER
THE PROJECT!

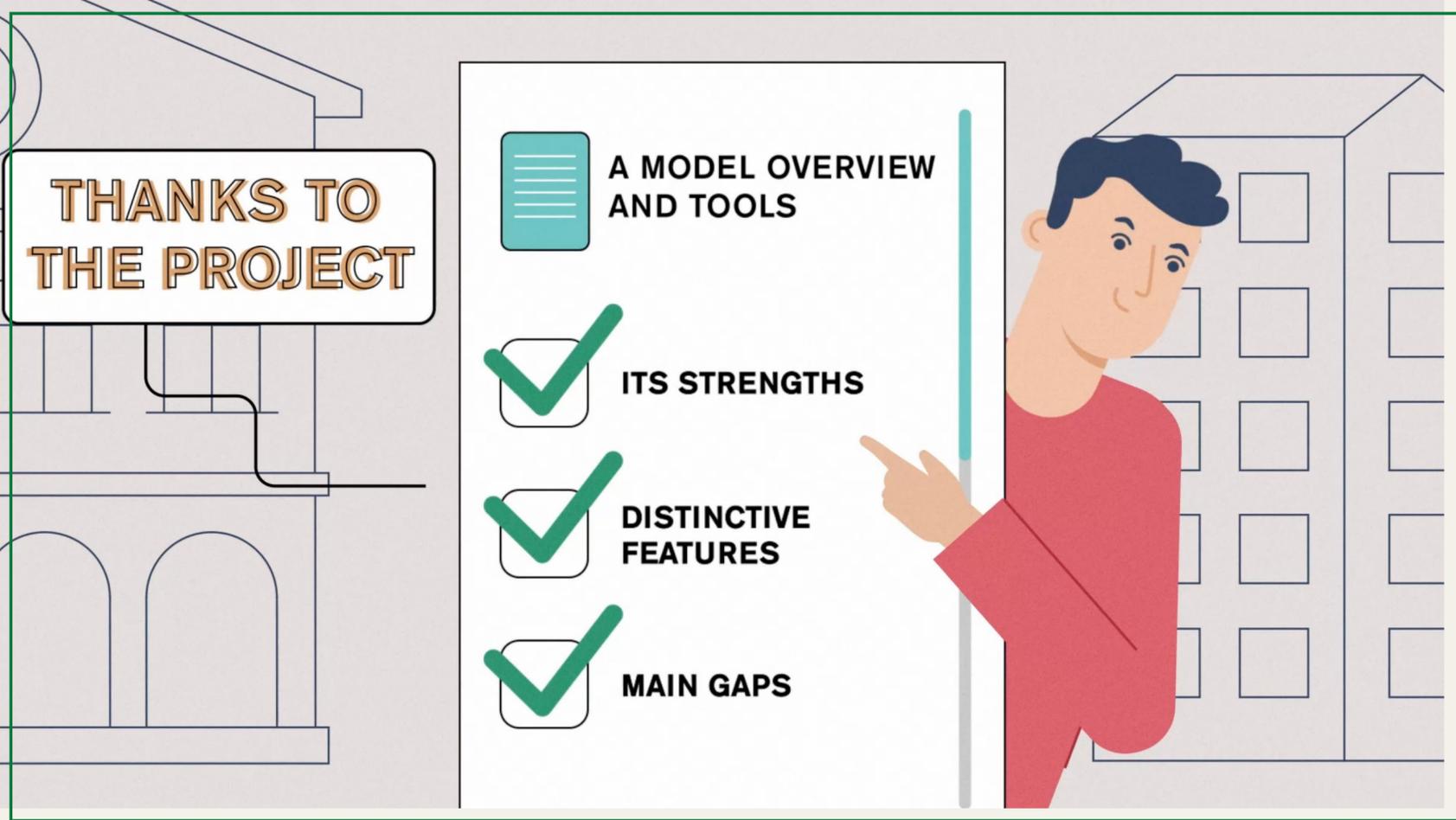
TOURISM-FRIENDLY CITIES is an Action Planning Network aimed at exploring how tourism can be made sustainable in medium-sized cities.



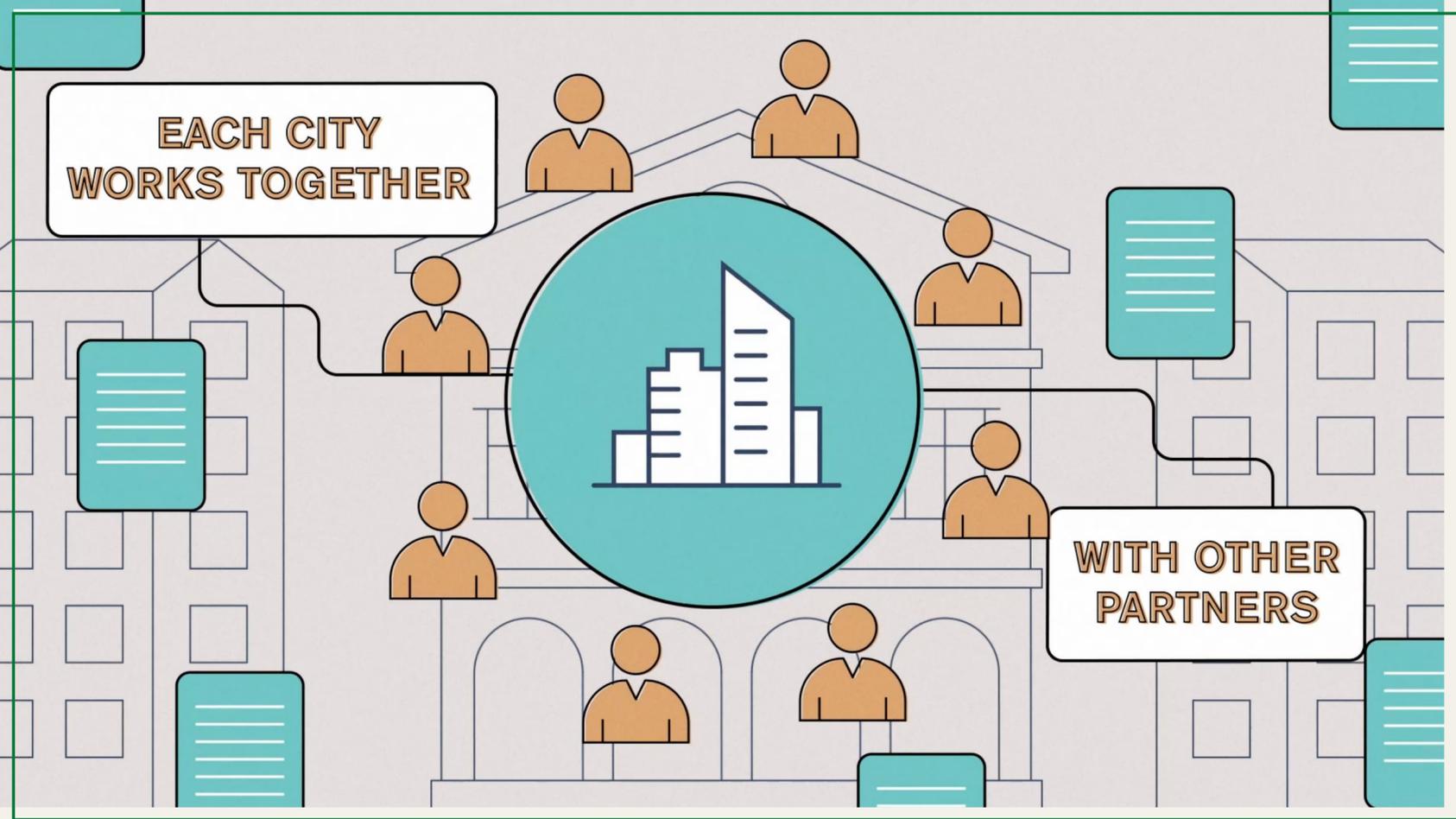
Throughout the project each city interfaces with citizens, stakeholders, local influencers and tourism businesses, the so called **URBACT Local Group**, with the intent of supporting a new way of delivering a sustainable tourism offer and maintain constructive dialogue with both residents and visitors.



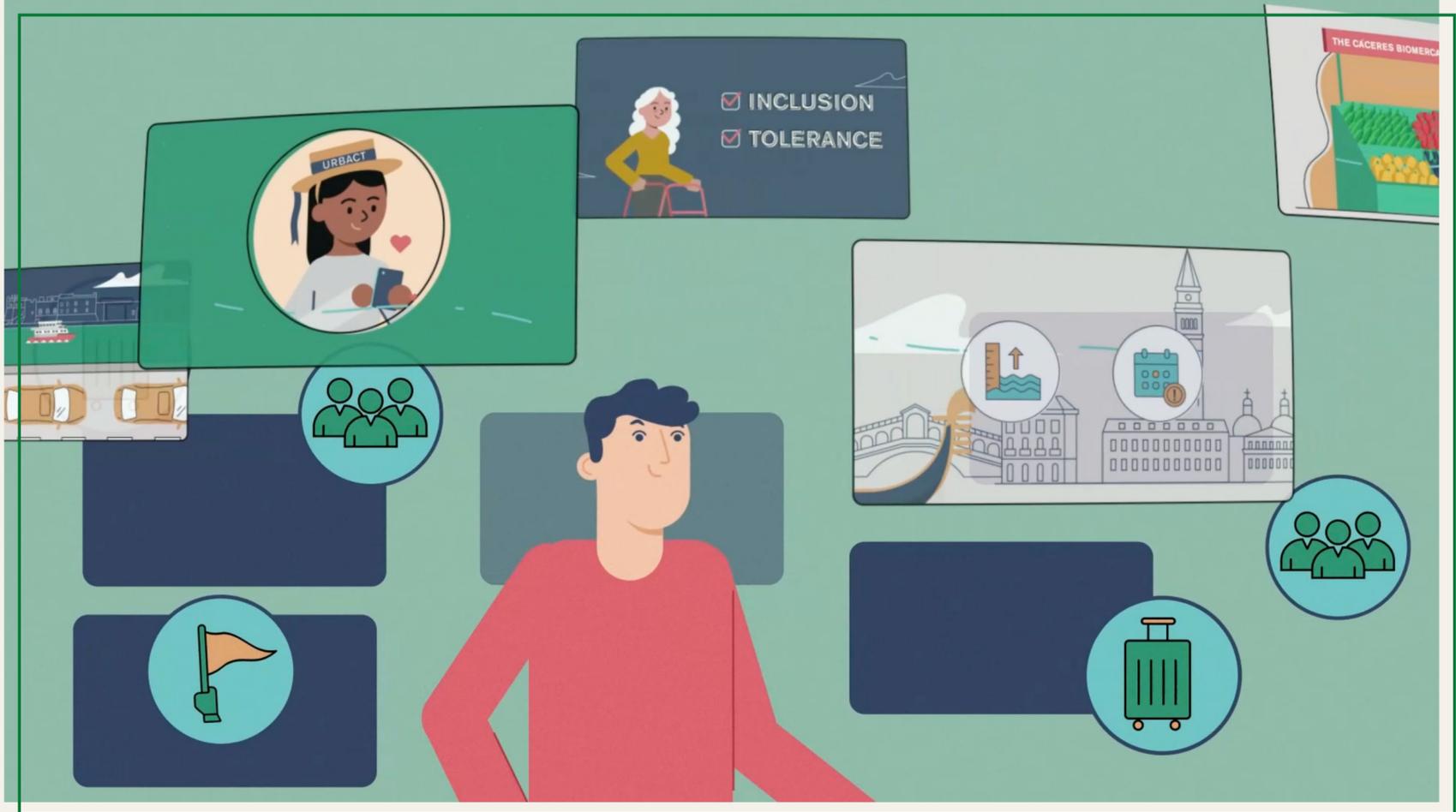
Thanks to the project, participants will be provided with a model overview and tools with which they can assess the system (its strengths, distinctive features, main gaps) to then delineate a strategy.



All these elements contribute to the creation of Integrated Action Plans: each city works together with other partners at transnational level and at local level the city designs its own Plan together with the URBACT Local Group members.



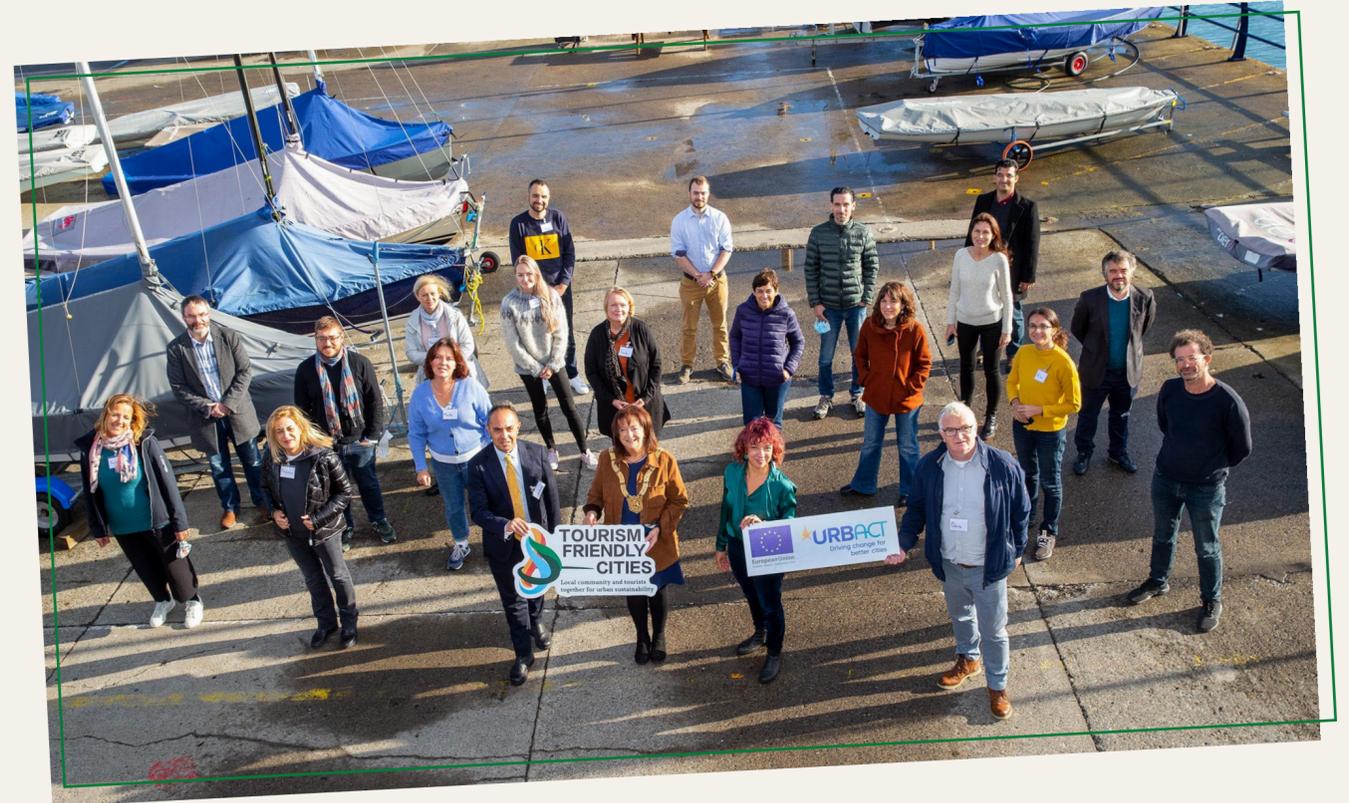
The Integrated Action Plan will be a strategic instrument for the future and it will help cities to foster a sustainable urban development at environmental, social and economic level.



[↓ DISCOVER THE PARTNERS!](#) OR [← GO TO THE MAIN MENU](#)

IF YOU WANT TO KNOW MORE ABOUT THE PROJECT [→ WATCH THE VIDEO!](#) OR [→ TFC BASELINE GUIDE](#) OR [→ READ THE MANIFESTO](#)

WHO ARE TOURISM FRIENDLY CITIES?



DISCOVER
PARTNERS

The TFC partnership is a unique group of cities dealing with the common challenge of making the impact of tourism more sustainable for their respective urban contexts and local communities, but starting from different situations which represent the variety of the European landscape of tourism cities and towns.



LEAD PARTNER

→ GENOA ITALY

→ BRAGA PORTUGAL

→ CÁCERES SPAIN

→ DRUSKININKAI LITHUANIA

→ DUBROVNIK CROATIA

→ DÚN LAOGHAIRE IRELAND

→ KRAKOW POLAND

→ ROVANIEMI FINLAND

→ VENICE ITALY

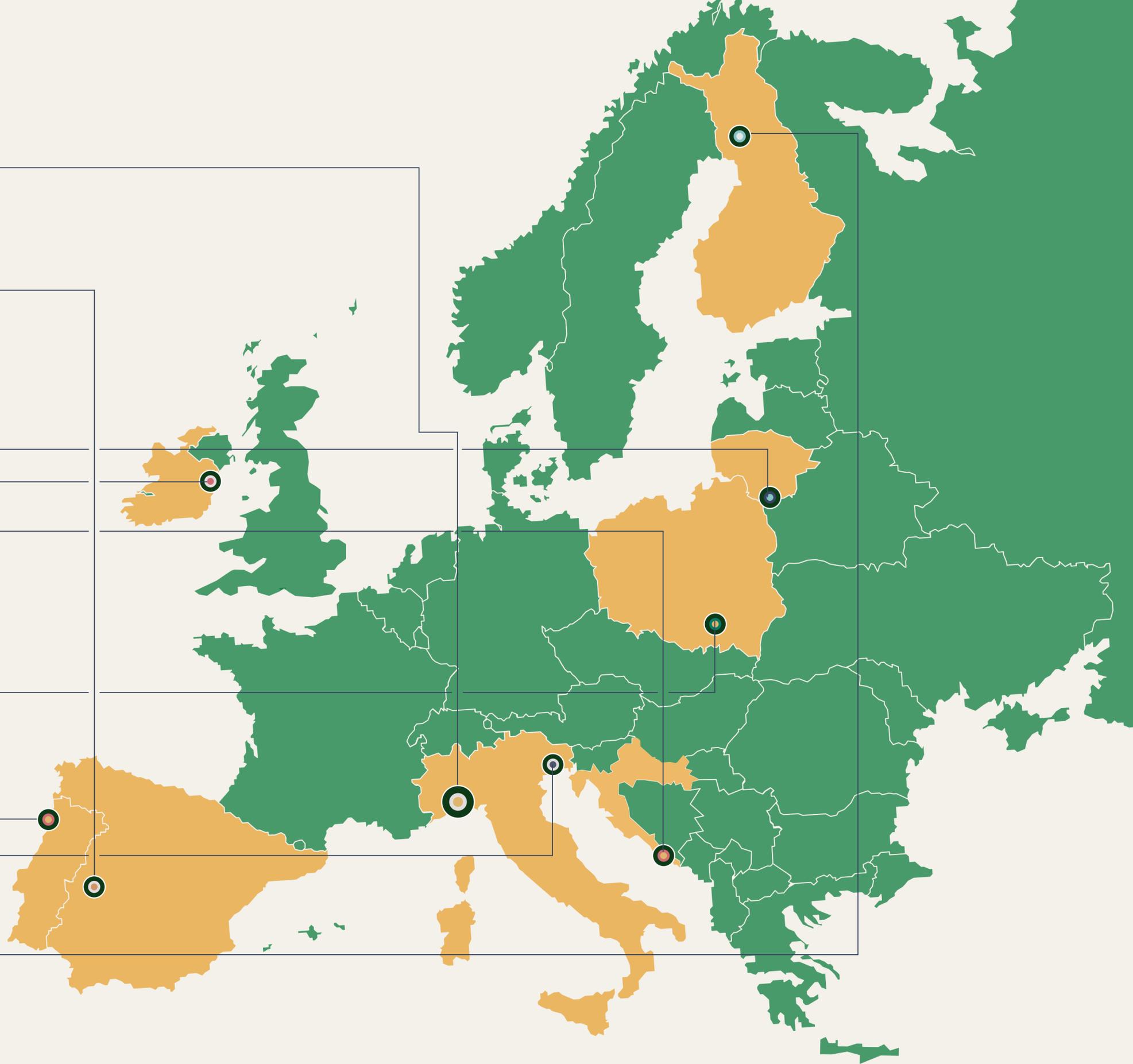
→ GO TO THE URBACT NETWORK INTERACTIVE MAP

OR

↓ DISCOVER THE TFC MANIFESTO!

OR

← GO TO THE MAIN MENU



THE TOURISM FRIENDLY MANIFESTO

10 principles for making
the impact of tourism more
sustainable on cities



GO TO TFC
MANIFESTO



BACK TO THE
MAIN MENU

01 —
GENOA



→ GO TO THE SMALL SCALE ACTION

02 —
BRAGA



→ GO TO THE SMALL SCALE ACTION

03 —
CÁCERES



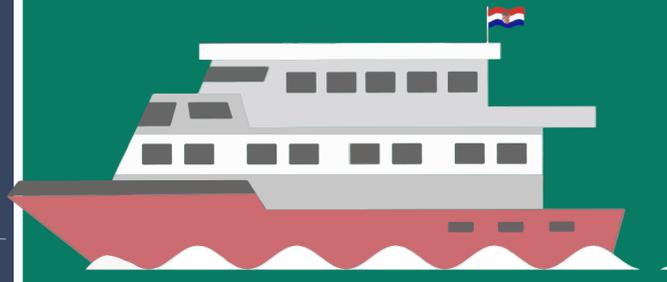
→ GO TO THE SMALL SCALE ACTION

04 —
DRUSKININKAI



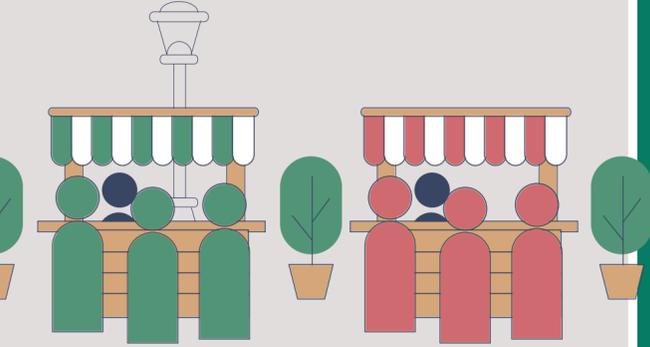
→ GO TO THE SMALL SCALE ACTION

05 —
DUBROVNIK



→ GO TO THE SMALL SCALE ACTION

06 —
DÚN LAOGHAIRE



→ GO TO THE SMALL SCALE ACTION

07 —
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→ GO TO THE SMALL SCALE ACTION

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VENICE



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→ GO TO THE PRINCIPLE #10

← GO TO THE MAIN MENU

01 — GENOVA

The Covid-19 pandemic has generated a notable boost in **outdoor activities**. Tourists are choosing uncrowned destinations in order to be able to continue traveling and avoid risks. And the city of Genoa wants to take advantage of these new trends by promoting **alternative tourist itineraries**.

The URBACT Local Group's stakeholders, in line with the municipal administration's strategies, have chosen to **rediscover "The Historical Aqueduct Route"**.

The Tourist Department, in collaboration with a local association and the local public transport network, have created a **pedestrian-cum-bus route called "Pedestribus"** that visitors can comfortably take advantage of on foot or by bus thanks to the use of **road signage** and a **dedicated App**. The route offers the opportunity to gain a **sustainable and innovative experience** of the city.



01 — GENOA

FOSTERING PROXIMITY TOURISM THROUGH IMPROVING THE OFFER TO TOURISTS AND RESIDENTS

[→ WATCH THE VIDEO!](#)

OR

[→ GO BACK TO
THE SSA LIST](#)

MORE INFO

[→ GENOA'S
INTEGRATED
ACTION PLAN](#)



02 — BRAGA

The “Enjoy the City like a Tourist” project wants to sensitize the citizens of Braga and its region to the values of their tourism-related heritage.

Citizens have the right to live in a sustainable and safe environment and to appreciate the city’s valuable assets in terms of traditions, monuments and services. Augmenting local awareness of its tourism potential will render Braga more welcoming and promote continual positive contact among citizens, tourists and tourism-related services.



02 — BRAGA

MAKING LOCAL
STAKEHOLDERS
AND RESIDENTS
INNOVATIVE
AMBASSADORS OF
THE CITY BEAUTIES



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INTEGRATED
ACTION PLAN

03 — CÁCERES

Local producers from Cáceres Ribera del Marco are invited to hold “The Cáceres Biomercado” street market on Plaza Mayor in Cáceres as a way to both **connect the outskirts with the city’s Historical Centre** as well as help citizens and tourists appreciate local produce and promote it’s value.

The **market** is characterised by stands created under uniform and aesthetic criteria, offering products that have undergone a selection process, all in accordance with the municipal tourist department. This way the **local producers market** will augment the **value of local products** and stimulate new economic activities and, at the same time, revitalize public areas.



03 — CÁCERES

PROMOTING LOCAL CRAFT PRODUCTIONS TO ATTRACT QUALITY TOURISM

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OR

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THE SSA LIST

MORE INFO

→ CÁCERES'S
INTEGRATED
ACTION PLAN



04 — DRUSKININKAI

The “Druskininkai without Limits?” project’s main purpose is to identify problematic aspects of the city of Druskininkai from its tourists and citizens with **disabilities point of view**.

The action promotes the culture of **inclusion and tolerance**.

It focuses on tourism for **everyone** and on improving the quality of services and infrastructure through a series of targeted projects according to the necessities highlighted by the people involved.

The impact of this campaign will increase the perception of the city in a positive way, make it more modern and popular, attract **new forms of quality and a more sustainable tourism**.



04 — DRUSKININKAI

MAKING CITY INFRASTRUCTURES MORE ACCESSIBLE FOR ALL



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MORE INFO

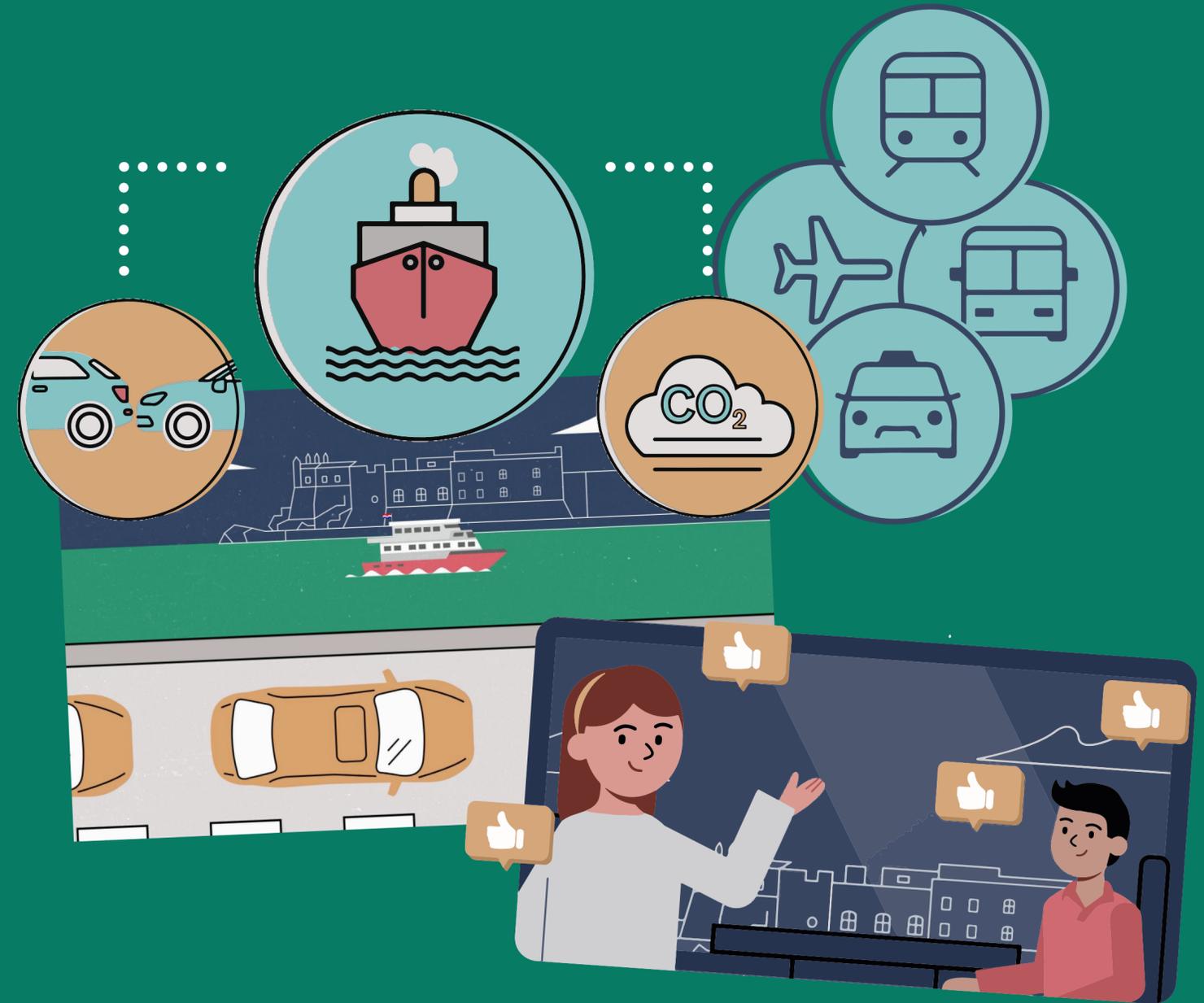
→ DRUSKININKAI'S INTEGRATED ACTION PLAN

05 — DUBROVNIK

The Dubrovnik “Boat Tour Pilot” experiment aims at integrating **maritime routes** into the local public transport network and thereby **reduce traffic** in the city, above all unburden the crowded streets that connect the port to the Old Town.

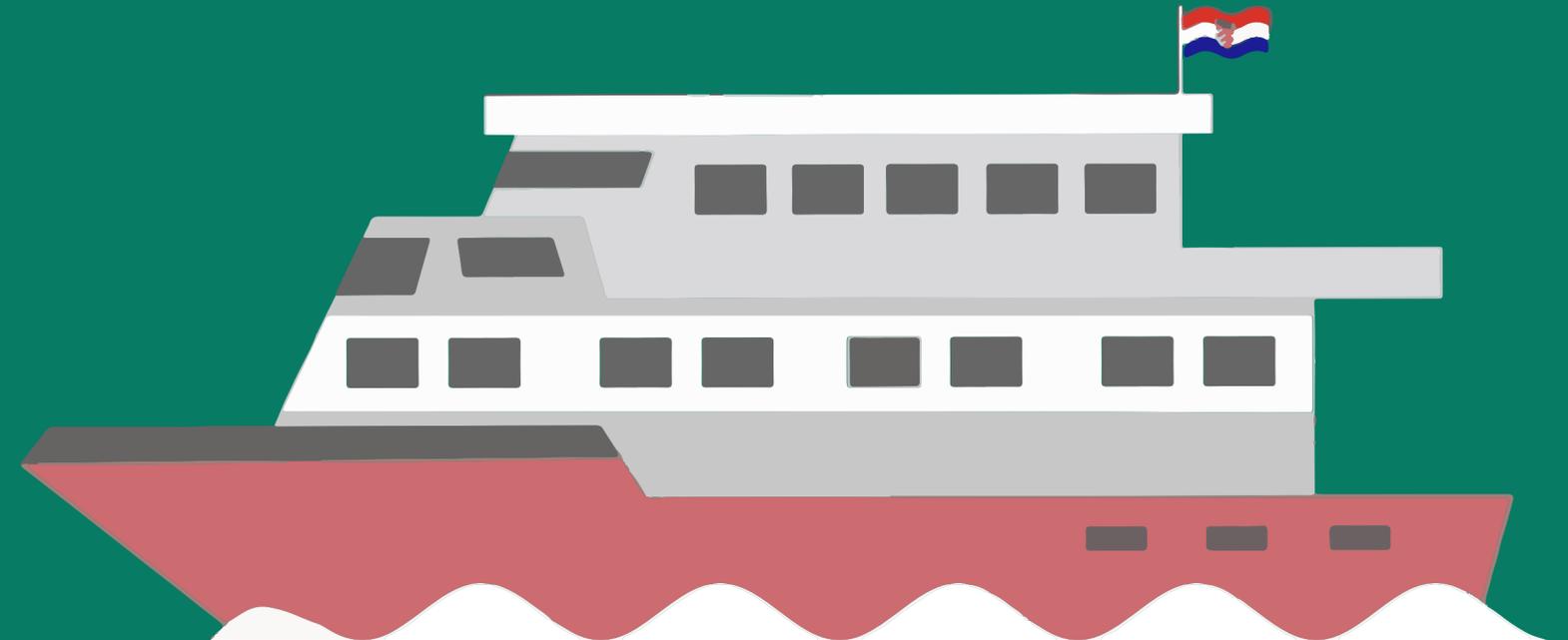
The project would create substantial economic, social and financial benefits for Dubrovnik while simultaneously **supporting the city’s sustainable development** in fostering new mobility solutions throughout the tourist season.

Not only would the maritime route help alleviate the city’s crowded streets and **reduce pollutant emissions**, the sea ride experience and comfort will render it attractive and efficient.



05 — DUBROVNIK

IMPLEMENTING INNOVATIVE AND CLEAN MOBILITY SOLUTIONS FOR TOURISTS AND RESIDENTS



→ WATCH THE VIDEO!

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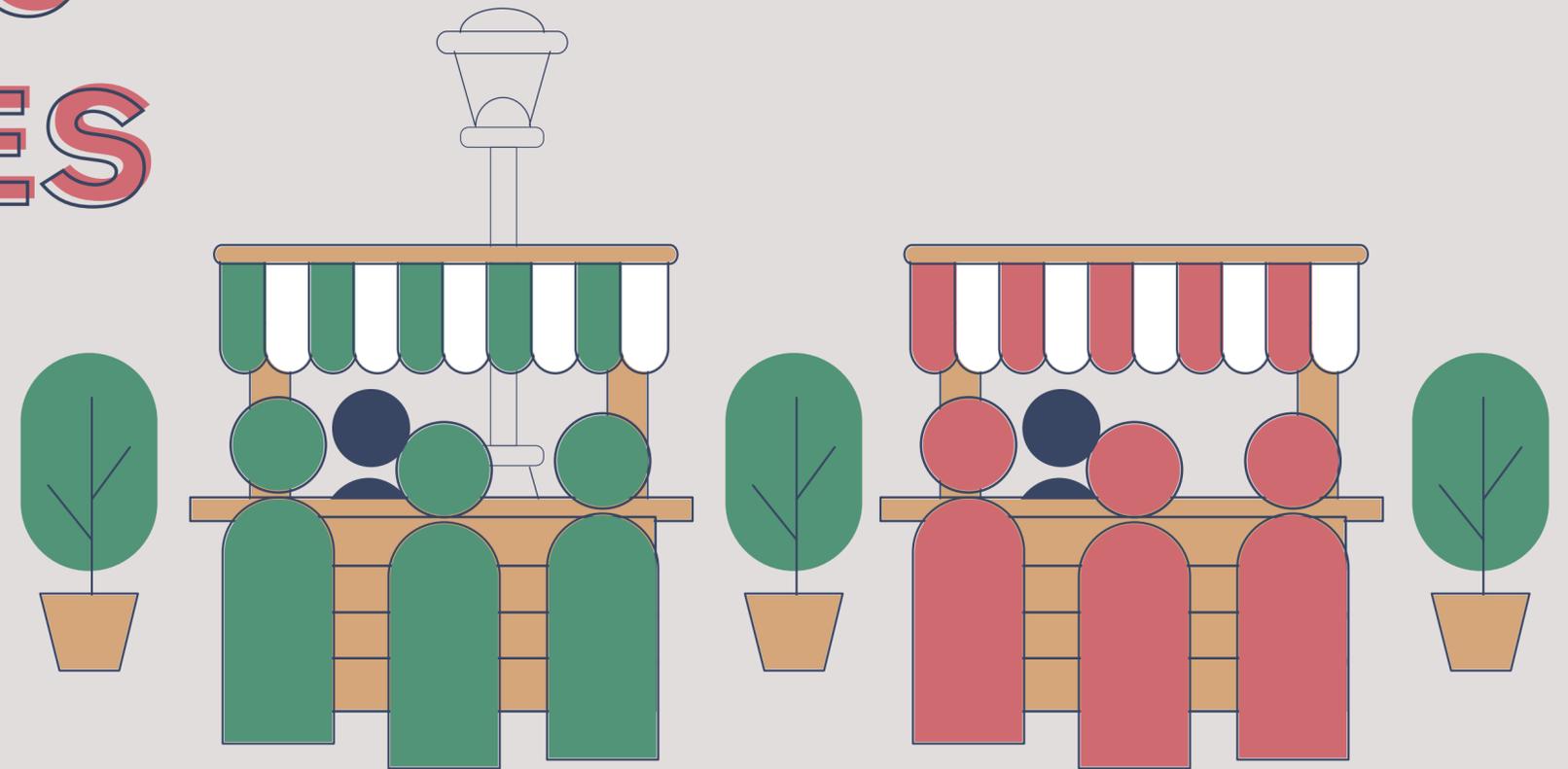
06 — DÚN LAOGHAIRE

Blackrock village is known for its **local market** that provides speciality food shops and a mixture of second-hand stores. The Dún Laoghaire Small Scale Action is committed to **animating and enhancing the market street** by encouraging traders to use particular fold-away, hung wooden trays as temporary stalls. The project's aim is to **increase the presence of the market** along the street by offering traders the opportunity to proffer their products outdoors. This change promises an improvement of both the appearance and liveability of public space and **create a greater attraction** for tourists and residents.



06 — DÚN LAOGHAIRE

IMPROVING PUBLIC SPACES AND CIVIC INFRASTRUCTURES FOR RESIDENTS AND TOURISTS



→ WATCH THE VIDEO!

OR

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MORE INFO

→ DÚN LAOGHAIRE'S INTEGRATED ACTION PLAN

07 — KRAKOW

“Your Krakow. Walk and snap with us” is the SSA project promoted by the city of Krakow aimed at discovering how the local community can get involved in creating an **innovative city guide** and how important the appropriate use of social media platforms are to **promote the city**.

Social media has modified the tourist market. Many people gather prior information regarding their planned journey from them and then **share their outstanding moments** on the most popular platforms.

Our Small Scale Action aims at promoting an **effective use of social media**, as well as **encouraging residents to experience Krakow** from a tourist’s point of view, promoting the best places to see and to live.



07 — KRAKOW

ATTRACTING NEW
GENERATIONS
OF TOURISTS
TO REDISCOVER
URBAN BEAUTIES



→ WATCH THE VIDEO!

OR

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THE SSA LIST

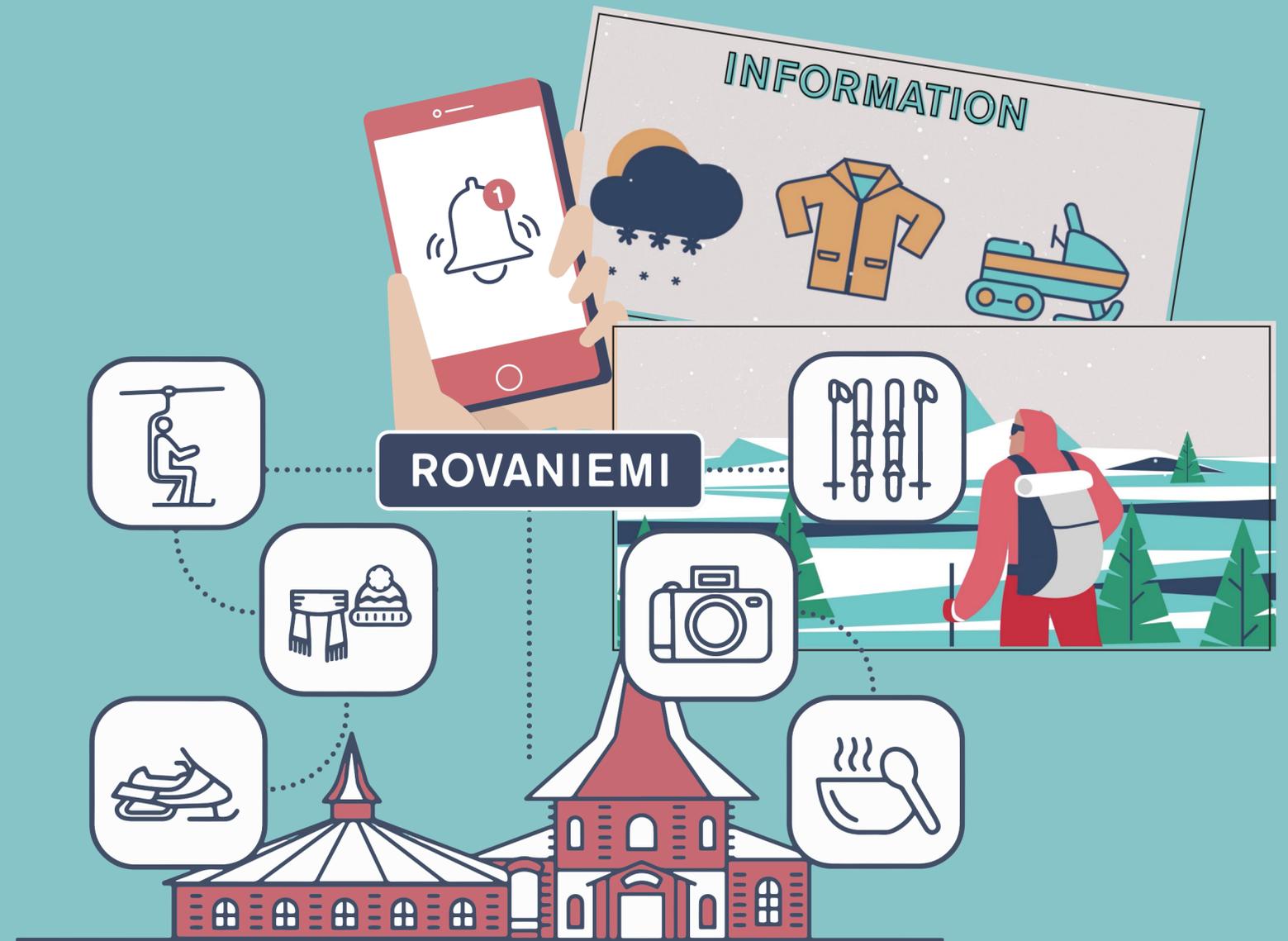
MORE INFO

→ KRAKOW'S
INTEGRATED
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08 — ROVANIEMI

The city of Rovaniemi Small Scale Action proposes trials of a **specific mobile phone app** that provides **information** on important aspects such as **safety, waste disposal, and recycling**. It will also provide information about the **weather**, how to **dress**, **navigate the ice**, **visit the city** and its natural and arctic environment.

A survey carried out in the spring of 2022 will outline the most important news to be included in the app for users. Offering an on-line security consultancy service for tourists concerning the city of Rovaniemi, its economic activities and the landscape that surrounds it.



08 — ROVANIEMI

BALANCING THE NEEDS OF THE BUSINESS SECTOR AND THE ONES OF RESIDENTS AND VISITORS



→ WATCH THE VIDEO!

OR

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MORE INFO

→ ROVANIEMI'S
INTEGRATED
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09 — VENICE

High tide only afflicts Venice in certain periods of the year. The so-called 'Acqua Alta' phenomenon is caused by a mix of natural astronomical, geophysical and meteorological factors, albeit generally perceived by visitors as a simple flood due to bad weather. The Venice Small Scale Action consists in sharing 6 short videos on social media channels in order to communicate the most significant information regarding the tide peak phenomenon, that is: the nature, the duration, the consequences and the proper conduct to observe during the phenomenon, the measures taken during the events and to relay the reassuring message that the city is safe and accessible even during the high tide season.



09 — VENICE

EDUCATING
TOURISTS TO
RESPECT TOURISM
DESTINATIONS AND
TO LIVE THEM LIKE
A LOCAL



[→ WATCH THE VIDEO!](#)

OR

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MORE INFO

[→ VENICE'S INTEGRATED ACTION PLAN](#)

10 —

FROM LOCAL TO GLOBAL: PLANNING TOURISM RECOVERY WITH LOCAL COMMUNITIES



↓ MANIFESTO

OR

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MORE INFO

→ READ THE MANIFESTO

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DRUSKININKAI

MAKING CITY
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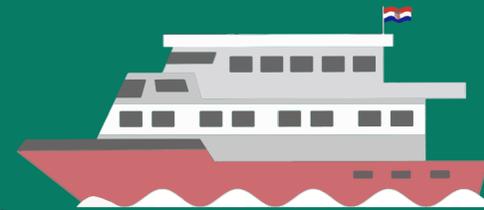


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FROM LOCAL TO
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**MORE
ABOUT
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