

The Smart Destination Concept: The Example of the City of Zagreb¹

Zrinka Zadel

The Faculty of Tourism and Hospitality Management in Opatija, Croatia
zrinkas@fthm.hr

Ivana Ivančić

The Faculty of Tourism and Hospitality Management in Opatija, Croatia
ivanai@fthm.hr

Antonio Badurina

Jadranka d.d. Mali Lošinj, Croatia
antonio.badurina@gmail.com

Abstract. The concept of city management is a term found in domestic and foreign literature and it is commonly called the smart city concept. This concept has been guided conferences, written numerous articles, etc. Smart city concept includes sustainable development, intelligent and connected city systems, innovative approaches to solving urban problems, and landscaping cities. This concept puts the focus on finding ways to make it intelligent and adequate way applied the approach of developing and interconnecting innovative and technological solutions. Should to mention that there is no unambiguous or unified definition of the concept of smart city. A smart city is based on several dimensions: smart economy, smart mobility, smart environment, smart people, smart living and smart management. There is special emphasis in this paper to the City of Zagreb as an example of a smart city (destination) in the Republic of Croatia. A working group in the City of Zagreb adopted a framework strategy for the smart City of Zagreb and defined six strategic areas of this strategy: digital infrastructure; a useful, transparent and smart city administration; smart energy and utilities management; education ; economy; sustainable urban mobility. The stakeholders who should be involved in the "creation" of the smart City of Zagreb are citizens, the scientific community, entrepreneurs, businesses, industry, media, etc. It was found that in the City of Zagreb are many smart solutions in that prove that this is a smart destination, so in this paper are also mentions smart mobile solutions (applications) that tourists and citizens of the City of Zagreb have available.

Keywords: smart destination concept, smart city, smart solutions, mobile applications, City of Zagreb

¹ This paper has been financially supported by the University of Rijeka, for the project ZP UNIRI 7/18