



**Magiczny
Kraków**

Waves of The campaign showed how tourism can serve as a catalyst for positive environmental change.

More inspiration can be gained in the [report](#)

GDS Index - report or social movement?

The pace of positive change being implemented by destinations around the world must match the challenges of the climate crisis and biodiversity. Decarbonisation, electrification of transportation and the development of artificial intelligence are changing the world at an express pace. The challenges of tourism management are being addressed by the GDS-Index cities. Nine years on, the GDS-Index has become more than just a benchmarking tool. It is a movement calling for a commitment to social, economic and environmental responsibility. Year after year, as cities and destination management organisations implement sustainability solutions and set more goals, the gap between ambitious challenges and implemented actions is narrowing.