



**Magiczny
Kraków**

'Turystyka Łączy' Project - working together for responsible tourism in Krakow

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Kraków, like many other European cities, faces challenges resulting from intense tourist traffic. The media often talk about the excess of tourists, noise, queues, and rising prices. Tourism is mainly presented in the context of problems and conflicts. But is this a complete picture of reality?

What if we looked at tourism differently – as an opportunity that brings people together, supports the development of the city, and strengthens local communities? After all, we travel not only to “see more,” but also to learn, inspire, and share experiences. We often forget about these values.

This is precisely the perspective offered by the city project Turystyka Łączy (“Tourism Connects”), run by the Kraków Convention Bureau and Kraków Turystyka. It is not an advertising campaign or a place for commercial promotion, but a space for discussion about tourism that truly serves the residents. Tourism that supports education, culture, the local economy, and even green investments and pro-social activities.

The project encourages people to show the positive aspects of tourism in Kraków – with care for the common good and in a spirit of responsibility. If you are part of the local community – you work in tourism, science, culture, organize events, and want to share your story – join our story.

In the “Turystyka Łączy” series, we focus on what tourism can give to the city and its residents – when it is planned wisely and carried out with heart.

1. PROJECT ASSUMPTIONS

“Turystyka Łączy” is a communication and marketing project implemented on the @Turystyka Kraków and @Kraków Convention Bureau social media profiles (Facebook, Instagram, LinkedIn).

Its main goal is to build a positive and balanced message about tourism in Kraków, with a particular focus on the perspective of residents. The project was created in the spirit of the “Kraków Sustainable Tourism Policy for 2021-2028,” which points to the need to alleviate social, economic, and environmental tensions and conflicts resulting from intense tourist traffic. One of the key recommendations of this document is to promote responsible and sustainable tourism.

The project is based on the slogan #TurystykaŁączy (Tourism Connects), which symbolizes:

- connecting people – tourists, residents, entrepreneurs, event participants,
- connecting knowledge and experience – through congresses, conferences, and business meetings,
- connecting sectors – tourism, culture, science, and business,
- connecting the city's potential – scientific facilities, developed tourist infrastructure, the hospitality of residents, and rich cultural heritage.



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2. COMMUNICATION RULES

The “Turystyka Łączy” project is based on cooperation – we want content created by local communities to be visible in city channels and to support a common message about responsible tourism in Krakow. Therefore, we encourage you to publish materials related to the project topics (described in point 3) on your channels – with appropriate tags and hashtags.

How to tag posts?

Depending on the topic, please tag one of the following city profiles:

- [Turystyka Kraków](#) – social and cultural aspects, relations between residents, tourists, and the industry, sustainable tourism,
- [Kraków Convention Bureau](#) – MICE, business, conference, and industry events.

Mandatory project hashtag:

#TurystykaŁączy

These tags will make it easier for us to find and share your posts on official city channels.

How can you contribute to the project?

You have several options:

1. Post on your profile with hashtags and tags – if your content fits the project theme (point 3), we can share it on our profiles.
2. Send us a ready-made post or material (text, photos, quote, video) – and we will prepare the publication and post it on one of the city profiles, tagging the author.
3. Suggest a topic for joint development – we can prepare a joint post or plan a publication as co-authors.

3. TYPES OF CONTENT

3.1 Content published and shared on the @Turystyka Kraków profile

This profile focuses on promoting sustainable tourism in the city and also serves as a source of information for the tourism industry. The published materials present specific examples of the impact of tourism on the lives of residents, culture, and the economy.

Examples of topics:

- promotion of the city on the international arena,
- intercultural exchange,
- building pride and local identity among residents,
- access to a rich cultural, educational, and entertainment offer.
- data and figures: jobs in tourism, gastronomy, crafts, culture;
- local stories: interviews with entrepreneurs, owners of cafes, galleries, shops, who are



developing thanks to tourists;

- support for local initiatives: promotion of the activities of residents and NGOs;
- infrastructural effects: how tourism contributes to improving the quality of life (e.g. new investments, transport, public spaces).
- city activities aimed at dispersing tourist traffic outside the city center,
- promotion of lesser-known places and local attractions,
- support for green initiatives: low-emission transport, circular economy, zero waste activities,
- references from event organizers and participants,
- projects implemented for sustainable urban tourism

3.2 Content published and shared on the @Kraków Convention Bureau (KCB) profile

The KCB profile focuses on promoting Krakow as a host city for MICE (Meetings, Incentives, Conferences, Exhibitions) events and on communicating the social and long-term effects of these events – the so-called legacy.

The content published here is intended to show Krakow as a modern, professional, and open conference city that benefits from hosting international meetings—not only economically, but also educationally, socially, and environmentally.

Sample topics:

- anecdotes and interesting moments “behind the scenes” of events,
- positive situations that demonstrate the value of cooperation and professionalism of the Krakow MICE community,
- the process of acquiring an event for the city – from idea to implementation.
- short interviews with organizers, speakers, participants (including foreign ones),
- quotes, opinions, acknowledgments – preferably with a photo or short video.
- charity and social campaigns accompanying conferences,
- ecological initiatives (e.g., zero waste, CO₂ emission compensation),
- sports and integration events promoting a healthy lifestyle.
- involvement of the local community (e.g., volunteering, open meetings),
- open sessions, access for students and young people,
- cooperation with universities and scientific institutions,
- emphasizing the role of events in building the city's intellectual capital.
- presentations by distinguished speakers, scientists, opinion leaders (from Poland and abroad),
- Ambassadors of Polish Congresses – their role and contribution to the development of Krakow as a MICE destination,
- inspiring statements, reflections, quotes.

3.3 Content format

In the “Turystyka Kraków” project, we focus on diverse and engaging forms of communication that allow us to talk about complex topics in an accessible way, such as sustainable tourism development,



the impact of MICE events, and local social initiatives.

Examples of publication formats:

- Posts with data and infographics: clear graphics showing, for example, tourism revenues, jobs, number of event participants
- Short videos: e.g., presenting event security facilities, behind-the-scenes conference organization, pro-environmental activities, or green investments in the city.
- Statements from organizers and experts: e.g., quotes or short statements: “Why did we choose Kraków?”, “How did our industry benefit from the event?”
- Case studies: e.g., stories of local companies, events, or projects showing the positive impact of tourism.
- Video reports or reels with local entrepreneurs: dynamic, authentic materials showing people and their everyday lives – including those who are developing their businesses thanks to tourism.
- Graphics with slogans or data: e.g., showing the direct impact of tourism on the quality of life of residents.
- Local storytelling: stories about residents who actually benefit from tourism: a family attending a free festival, a student participating in an international conference.

Participation in the “Turystyka Łączy” project is an opportunity to promote your activities through the city's official channels and reach a wide audience – residents, tourists, and the tourism and business industries. It is also an opportunity to establish valuable contacts, exchange experiences, and collaborate with other entities. The project has a real impact on the development of responsible tourism in Krakow, supports local initiatives, and builds pride in being part of a community where tourism serves everyone.