



**Magiczny
Kraków**

Tourism in Kraków Is Part of a Sustainable Economy, Not a Problem to Be Eliminated

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In recent years, the discussion around tourism in Kraków has become highly emotional. Narratives have emerged that reduce the city's development to the notion of "touristification," portraying tourism as an inherently negative phenomenon. For the purposes of this discussion, we present facts and statistics that are often overlooked yet critical. Today, the key question is not whether Kraków needs tourism. The real question is how to manage it responsibly so that it strengthens the local economy and improves residents' quality of life.

Two Decades of Profound Change

Let us recall the early 2000s in the capital of Małopolska, as this period accurately illustrates the scale of Kraków's