



**Magiczny
Kraków**

The Polish Tourism Organisation Supports the Safe Tourism Campaign

2021-09-23

‘Tourism in Support of Social Inclusion’ - this is the slogan that accompanies World Tourism Day in 2021, established in 1979 by the World Tourism Organisation (UNWTO). In the words of Zurab Pololikashvili, UNWTO Secretary General, ‘The human desire to travel and discover is universal, therefore tourism must be available to everyone. So, we all join the tourism activities - we are active tourists’.

The above message is in line with the assumptions of the ‘Kraków Sustainable Tourism Policy for the years 2021-2028’. Sustainable tourism can be defined as shared responsibility for effective management and coexistence, as well as reconciling the interests of residents, entrepreneurs and visitors.

Official World Tourism Day celebrations will take place on September 27 in Côte d'Ivoire. Krakow guides will also celebrate this day. During the ceremony organised at the Potocki Palace by the Federation of Tour Guide Associations and the Department of Tourism of the Kraków City Council, certificates will be presented to 17 new Krakow guides who have successfully passed their exams after a one-year course of strenuous study.

Traditionally, on the occasion of World Tourism Day, the newly-certified guides invite Kraków residents for free tours. This year, it will be a walk around the Main Square. The guides will introduce us to the secrets and prospects of use of five palaces located here, especially those recently renovated.

The ‘Market Palaces – Super Five!’ tour will be held on October 2. The assembly point: in front of the Potocki Palace at 10.00 a.m.