



Sustainable tourism of Kraków takes shape

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Works of executive groups consisting of representatives of the Kraków tourist market have started. Their goal was to elaborate solutions and projects fitting in with the recommendations of Kraków's Sustainable Tourism Policy for the years 2021-2028. The document specifies nine areas of key importance for tourism management in the city.

The Department of Tourism of the Kraków City Council continues works on the implementation of actions resulting from the recommendations of Kraków's Sustainable Tourism Policy for the years 2021-2028. During another meeting in the cycle 'Direction: City for Everyone', representatives of the Kraków tourist market had an opportunity to work in teams of three executive groups. The task was to indicate solutions fitting in with the recommendations of the Policy that are significant for stakeholders of the tourist market and that can be implemented by 2028. Participants also brought up the topic of the establishment of the Local Tourist Organisation.

The establishment of executive groups is the result of the division of nine recommendations contained in the Policy. Each team will create a list of projects within thematic groups: 1. Economy and Regulations, 2. Marketing, 3. Programmes and Products.

'In consultation with stakeholders of the Kraków tourist market, we begin to indicate tasks that are significant for the improvement of the quality of tourist services in our city from the perspective of the industry. We will talk about proposed projects, sources of their funding and LOT's competences in this field,' explains Elżbieta Kantor, Director of the Department of Tourism of the Kraków City Council.

At the beginning, examples of good practices - tasks that have already been undertaken by the city - were presented, including the regulation of tourist term leases, the activities of the Kraków Convention Bureau, which has successfully acquired the ICCA, or the Kraków Culture project. Then members of executive groups during the workshop elaborated new projects fitting in with recommendations contained in the Policy and indicated which of them fall within the competences of the city, the industry or LOT.

The first meeting of representatives of executive groups took place in Potocki Palace, the city's new space for the exchange of ideas and experiences, on **5th November**.

The implementation of actions resulting from recommendations contained in the document are aimed at ensuring the sustainability of tourism in Kraków and improving the quality of tourist services in our city.