



## **More than 900 ideas for the sustainability of Kraków's tourism**

2021-11-23

**Krakow is implementing measures aimed at balancing tourism and improving the quality of its tourist services. The next stage of meetings in the 'Direction: A City for All' series, i.e. the work of executive groups, has just been launched. During the creative session, representatives of the Kraków tourism market proposed over 900 ideas for projects compliant with the assumptions of the 'Sustainable Tourism Policy of Kraków for 2021-2028'.**

The executive groups were formed as the result of the division of nine recommendations included in the document, which sets out the key areas for tourism management in the city:

- the economy and regulations
- marketing
- programmes and products.

The teams will meet to develop specific solutions that can be implemented in the 2021-2028 timeframe for the sustainability of Kraków's tourism.

During the networking session, members of the executive groups worked on new projects in line with the recommendations included in the 'Policy...'. Over 900 proposals were submitted and many of them related to similar problems, falling especially within the categories Recommendations VI. Management of the Night-Time Economy and VIII. Stakeholder Integration for Conflict Mitigation. It demonstrates the great need for their rapid implementation in Kraków.

The importance of these issues was discussed at a meeting of the Promotion and Tourism Committee of the Kraków City Council convened immediately after the workshop. The most interesting proposals of the implementation groups were presented in the summary of the meeting. At the end, Jan Mazurczak, President of the Local Tourist Organisation in Poznań, talked about his experience in the operation of the organisation and referred to the ideas put forward during the workshop.

The first meeting of the representatives of the executive groups was held at the beginning of November in the Potocki Palace, the City's new space for exchanging ideas and experiences. The next one is planned for January 2022.