



## How to improve the competitiveness of tourism entities?

2022-09-28

**Certification from an authorised entity is an effective marketing factor and a tool supporting tourism entrepreneurs who face difficulties due to the pandemic, an increase of business costs or consequences of the conflict in Ukraine. The Certificate of Good Practices of the Polish Tourism Organisation is intended to help not only in building good standards and services, but also in improving the business competitiveness of entities operating in the tourism sector.**

The new edition considers entrepreneurs' expectations.

The PTO's Certificate of Good Practices is a continuation of the first pilot edition of the project - Certification of Tourism Entities, which includes programs pursued by POT - Hygienically Safe Venue and Safe MICE Venue. It is addressed to entrepreneurs, tourism organisers and public benefit organisations that provide accommodation, tourist event organisation and conference, fair and business meeting services and meet one of the following eight criteria:

- Polish Tourist Voucher
- Travelling With Children
- Tourism Without Barriers
- Tourism in Rural Areas
- Sustainable Tourism
- Pro-health Tourism
- Hygienically Safe Venue
- Safe MICE Venue

The launch of the new edition of the project is accompanied by a new website [certyfikat.pot.gov.pl](https://certyfikat.pot.gov.pl) - a compendium of knowledge about the project that contains an application form for entities interested in obtaining the certificate, an extensive search engine and a map of safe leisure areas for tourists.

Show your best side and join the base of Poland's best tourist facilities. Feel free to join the project!

You may receive the right to use the logo of the Project and the PTO's Certificate of Good Practices if you confirm the use of **at least 70% of good practices** from the set of good practices (Attachment 1 to the Rules) in individual categories during the self-certification process. In the case of the Tourism Without Barriers category, the certificate and the right to use the logo of the Project will be granted if you confirm the use of 100% of good practices (for example, the capacity to serve guests with disabilities) during the certification process.

The entities that will complete the self-certification process will be highlighted on the Project's



**Magiczny  
Kraków**

website and on the map.

The [online](#) form must be filled in and submitted **not later than 30<sup>th</sup> September 2022**.

The Project logo granted to you may be used for your lawful marketing activities until 30<sup>th</sup> September 2023.