



**Magiczny
Kraków**

"Sustainable tourism in practice" - training for the meeting industry

2023-11-16

The "Sustainable Tourism in Practice" training course, created specifically for tourism companies that want to implement sustainable practices in their operations, was held on October 12, 2023.

The "Sustainable Tourism in Practice" training was an opportunity to gain knowledge about sustainability in the tourism industry and learn practical tools for implementing green and socially responsible practices in the business.

Topics of the training

- Introduction to sustainable tourism
- Problems and impacts of tourism on the environment, people and culture
- Definition and key features of sustainable tourism and related concepts
- Benefits associated with implementing sustainable tourism principles
- Trends in tourism and demand for sustainable approaches
- Introduction to sustainable tourism management
- Global criteria for sustainable tourism
- Tourism in business
- Practical solutions and examples of good practices
- Ecological management
- Social responsibility of business
- Protection of cultural heritage
- Management of sustainable tourism
- Use of sustainable tourism elements in promotion and sales
- Certification of sustainable tourism

The event was moderated by Ms. @Anula Galewska - co-founder and director of Travindy, an organization that has been providing consulting and training in sustainable tourism for over 10 years. She is an expert in helping to implement sustainability principles for tourism companies and destinations from Europe and Asia; she has worked with TUI, TripAdvisor, Hilton, National



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Geographic, Turismo Portugal and the @Polish Tourism Organization, among others. She is an accredited trainer for the World Sustainable Tourism Council and a GRI Certified Sustainability Reporting Specialist.

The event, designed for business tourism employees, was organized by @Kraków Convention Bureau, Tourism Department of the Municipality of Kraków.