

INTEGRATION OF STAKEHOLDERS AROUND CONFLICT MITIGATION

- ▶ Initiating formal and non-formal forums for discussion and communication between the tourism industry and local residents, NGOs, as well as homeowners' associations, and religious communities
- ▶ Stimulating awareness among local residents about the effect of tourism on the community and local economy, as well as awareness of local laws, expectations, and customs among visitors

INTEGRATION BETWEEN CULTURE, CREATIVE INDUSTRIES, AND THE TOURISM ECONOMY

- ▶ Concentration and commercialisation of unique events of national and international renown
- ▶ Engaging creative industries and non-tourist services
- ▶ Developing the formula of an integrated management centre for Kraków's cultural heritage

NIGHT-TIME ECONOMY MANAGEMENT

- ▶ Developing mechanisms for managing night-time products and services
- ▶ Engaging the business sector in problem-solving based on CSV (Creating Shared Value)
- ▶ Stimulating the behaviour of city users (including visitors) involving the integration of stakeholders around the "Respect Kraków" concept

INTEGRATED TOURISM MARKETING COMMUNICATION

- ▶ Launching the city's and its partners' campaigns on strategic markets
- ▶ Standardising the narrative and format of storytelling about Kraków
- ▶ using modern marketing tools

CONSISTENT MANAGEMENT OF IDENTITY AND REPUTATION AMONG TOURISTS

- ▶ Actions aimed at situating Kraków high in international ranking lists
- ▶ Participating in projects and partnerships to support Kraków's strong reputation
- ▶ Activating the local community and visitors in disseminating messages about Kraków

NEW TECHNOLOGIES IN TOURISM

- ▶ Digitalisation of visitor relations management
- ▶ Building up the city's offer for tourists based on new technologies
- ▶ Promotion of the city's highly digitalised tourist offer

SUPPORTING THE DEVELOPMENT OF TOURISM IN KRAKÓW: BESPOKE SOLUTION

- ▶ Initiating and creating innovative package services
- ▶ Supporting the development of private and public investment projects
- ▶ Partnership between the local government and the tourism sector
- ▶ Supporting activities aimed at improving the quality of services provided by the tourism industry
- ▶ Improving skills by knowledge transfer

COUNTERACTING THE EFFECTS OF TOURISM HYPERTROPHY AND BALANCING THE SHARING ECONOMY

- ▶ Participation in the legislative process
- ▶ Cooperation with global booking websites
- ▶ Managing special areas and cultural parks in the spirit of sustainable development of space and services
- ▶ Improving the quality of guiding services

SUPPORTING THE DEVELOPMENT OF THE MEETINGS INDUSTRY

- ▶ Joint development of the city's competitive congress proposal
- ▶ Creating innovative tools to support the process of acquiring and hosting conferences and congresses
- ▶ Promoting responsible partnership in the creation of the city's long-term congress proposal
- ▶ Analysing and researching the MICE sector in Kraków



Krakow's Sustainable Tourism Policy for the Years 2021-2028

THE LONG-TERM GOAL OF KRAKÓW'S SUSTAINABLE TOURISM POLICY:

Restoration of inbound tourism to Kraków through:

- ▶ Increased management efficiency,
- ▶ integrated marketing communication,
- ▶ support for the commercialisation of tourism products by local business, operators, mitigation of conflicts of interest and values.

