



KRAKOW CO-CREATES A NEW MODEL OF RESPONSIBLE TOURISM

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As part of a group of 16 cities, on April 5th, 2019, Krakow joined the Lisbon Declaration, "Cities for everyone: building a city for citizens and visitors" sponsored by representatives of international institutions (UNESCO, World Bank, European Committee of the Regions).

The declaration was adopted on the occasion of the Forum of Mayors for Sustainable Urban Tourism, prepared by the World Tourism Organization (UNWTO) with the participation of the Portuguese Ministry of Economy and the city of Lisbon. Among others, the cities that signed the declaration were Paris, Prague, Dubrovnik, Madrid, Porto, Lisbon, Seoul, Brussels and Barcelona.

In recent years, rapid urbanization and the development of the tourist sector, which has been fueled by affordable transport costs, increased mobility, travel facilitation and a growing middle class have made cities become even more popular travel destinations. Domestic and international tourism significantly contribute to the socio-economic development of many cities and their surrounding areas and urban tourism is also an important vehicle for the protection and promotion of culture. However, the development of urban tourism poses serious challenges in the use of natural resources, its socio-cultural impact, burdens on infrastructure, mobility, management of increased traffic and relationships with host communities.

In the adopted declaration, the city committed, inter alia, to:

- Ensure the compliance of urban tourism policies with the New Urban Agenda and the 11th objective of Sustainable Development ... "Make cities and human settlements safe, stable, sustainable and inclusive",
- Adapt urban tourism development to the principles of the Global Code of Ethics in Tourism,
- Set urban tourism management models that involve administration as well as the private sector and local communities at all levels,
- Support the mechanisms of communication and cooperation of all involved entities, including city authorities, the private sector, local communities and tourists,
- Deepen the integration of local communities in the tourist value chain by promoting their involvement in this sector,
- Maximize the use of data and technologies for better planning, measurement and management of urban tourism, for example: capacity, mobility, managing natural and cultural resources and the attitude of residents towards tourism,
- Promote innovative tourism products and experiences that will allow the city to diversify demand in time and space and attract the attention of the relevant segments of visitors in accordance with the city's long-term vision and strategy,
- Recognize tourists as "temporary residents", providing a tourism policy that promotes the involvement of visitors and residents in a holistic way,
- Recognize the host community as "permanent residents", providing a tourism policy that also promotes the involvement of local communities in a holistic way.



**Magiczny
Kraków**

The declaration adopted by Krakow corresponds to the city's ongoing work on a new strategic document called "The sustainable tourism policy of Krakow", the recommendations of which will be implemented from 2021.