



**Magiczny
Kraków**

In search of tourists and new tourism. Tourism-friendly cities - Krakow in the European project

2020-09-30

A group of European cities (Utrecht, Venice, Druskininkai, Rovaniemi, Dún Laoghaire, Cáceres, Braga, Dubrovnik, Krakow, and Genoa, the leader, started the second stage of the project called Tourism Friendly Cities under the URBACT III program co-financed by the European Regional Development Fund.

The name of the project takes on particular significance in the period of the pandemic, along with which the phenomenon of tourist overgrowth has disappeared, and challenges have arisen related to the reconstruction of sustainable tourism, respecting the quality of life of the inhabitants, cooperation of local stakeholders, or the exchange of city experiences in tourism management.

Opinions and solutions will be systematically discussed in each city with the members of the so-called Local Stakeholder Group (Urbact Local Group) to be performed in Krakow by members of the Krakow Tourist Forum working with the Mayor of the City and participants of monthly round tables discussing the challenges of managing Krakow's heritage space. In September 2021, Krakow will host representatives of the cities participating in the project, undertaking discussions with Krakow stakeholders on the implementation of the existing and possible solutions for balancing tourism.

The project, run by the Tourism Department of the Krakow City Office, coincides with the end of work on the document "Krakow's sustainable tourism policy for 2021-2028".