



**Magiczny
Kraków**

A good guide is a treasure - they will intrigue you and leave you with knowledge for years to come

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On September 27, we celebrated the World Tourism Day, established in 1979 by the United Nations World Tourism Organization (UNWTO). The holiday is meant to encourage reflection on the role of tourism in human life - its political, economic, social and cultural significance.

After all, tourism is one of the major economic sectors in the world. The UNWTO has declared 2020 the Year of Tourism and Rural Development. The slogan of the European Tourism Academy for 2020 is "Tourism: Building Peace Fostering Knowledge".

The mission in Krakow is carried out by city guides daily. - The coat of arms of the City of Krakow has been visible on the guide badges since 2014. This is a confirmation and appreciation of the fact that the profession of a city guide is associated with the requirement of vast knowledge and skills, as well as the need for lifelong learning. Thanks to the activity of the guide associations, this process is completed with a voluntary certification, says the Deputy Mayor of Krakow for Education, Sport and Tourism, Anna Korfel-Jasińska.

In the tourist traffic research conducted by the Krakow City Office, the respondents have invariably rated the quality of guide services very highly for many years. In 2020, 43 people in the Federation of Tourist Guide Associations and 20 people in the Krakow branch of the Polish Tourist and Sightseeing Society obtained the qualifications of a tourist guide in Krakow, confirmed by passing the exam.

On September 24, the Deputy Mayor of Krakow, Anna Korfel-Jasińska, awarded them with certificates. She also honored Sławomir Śmielek with the Honoris Gratia badge, a person of great merit for tourism - the president of the Renaissance Guides Society, the Vice-president of the Federation, the founder of the Tourist Guides Association and the Federation of Tourist Guide Associations, a mentor of many generations of tourist guides in Krakow. At the end of the ceremony, Wojciech Głowa, PhD gave a lecture "In Krakow's kitchen".