



Mayor of Krakow to the tourism industry on its holiday

2020-10-27

2020 marks the 40th anniversary of the first World Tourism Day established by the United Nations World Tourism Organization (UNWTO) and celebrated on September 27. On this occasion, the Mayor of Krakow, Jacek Majchrowski, thanked Krakow entrepreneurs from the tourism industry for their contribution to the promotion and care for the material and intangible heritage of Krakow.

Ladies and gentlemen,

The World Tourism Day is a holiday that aims at raising awareness of the role of tourism in human life - its political, economic, social and cultural importance, and its aim is to promote awareness of the social, cultural, political and economic value of tourism and the contribution that this sector can make to achieving the goals of sustainable development.

For Krakow that was visited last year by more than 14 and a half million guests, the tourism economy is an area that has an incredibly significant impact on the economic development of the city. It is not without significance that you - Krakow entrepreneurs care for the quality of tourism services. You have become the ambassadors of Krakow, thanks to which our city has become one of the most attractive places on the tourist map of Europe.

Your work, especially in the difficult times of the Covid-19 pandemic, is invaluable in promoting the city and its tangible and intangible heritage. In the tourist traffic research conducted by the City of Krakow, our respondents have consistently rated the quality of tourism services very highly for many years.

The Thursday ceremony organized upon the initiative of the guide associations is an example proving your commitment. Guide badges were handed then - confirming the qualifications of new adepts of this profession.

Bearing in mind the need for rebuilding the tourism market during and after the pandemic, all your initiatives carried out in social media or in real reality are extremely valuable, allowing city residents and tourists to continue participating in the city's tourism offer. I would like to thank you for these actions.

Thank you also for your involvement in projects. "Be a tourist in your city" and "Undiscovered Krakow", implemented by the Krakow City Office and the Krakow Festival Office, have provided opportunities to promote Krakow's values not only among tourists, but also the residents themselves. They can explore the city off the beaten track. I am hoping for your continued activity in the undertakings, as our intention is to continue the activities related to the "Undiscovered Krakow" campaign and the #sightseeKrakow program.

Contemporary tourism requires planning and management and therefore the City of Krakow has developed a draft of a new strategic document for 2021-2028 called "Krakow's sustainable tourism policy". It will soon be subject to public consultations. The document will define the most important areas of tourism policy in the city, with recommendations for long-term actions for all stakeholder groups - public and private. The aim of Krakow's sustainable tourism policy will be to regain the important role of tourism in the socio-economic life of Krakow after the



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crisis caused by the pandemic - so as not to overgrow the tourist function, but to increase the quality of services and the quality of the lives of residents.

Therefore, not only a substantive discussion will be significant, but your contribution to the implementation of the recommendations contained in this document as well. Today, I am inviting you to participate in the projects.

Jacek Majchrowski

Mayor of Krakow