

ANNUAL TOURISM REPORTING

POLAND 2012

1. INTRODUCTION

Council Decision 86/664/EEC of 22 December 1986¹ establishing a consultation and cooperation procedure in the field of tourism foresees that “each Member State shall send the Commission, once a year, a report on the most significant measures it has taken and, as far as possible, on measures it is considering taking in the provision of services for tourists which could have consequences for travellers from the other Member States”.

With the publication of the “Agenda for a sustainable and competitive European tourism”, the Commission announced that “in order to strengthen the collaboration with and among Member States, their current annual reporting through the Tourism Advisory Committee (TAC) will be used to facilitate the exchange and the dissemination of information about how their policies and actions safeguard the sustainability of tourism”.

This Communication was welcomed by the Competitiveness Council conclusions (22nd-23rd November 2007) and by the Presidency Conclusions of the Brussels European Council of 14th December 2007.

The main aims for the reporting process are:

- to be able to monitor the level of implementation of the “Agenda for a sustainable and competitive European tourism” by Member States;
- to facilitate the exchange of experiences among member States with regard to how they tackle issues which are important for the competitiveness and sustainability of European tourism.

MS reports referring to year n shall be sent to the European Commission by the end of February of year $n+1$.

If the reports are sent in English, the deadline is shifted to the end of April.

¹ Official Journal L 384, 31/12/1986 P. 0052 – 0053.

2. ORGANISATIONAL STRUCTURE

This section should provide an overview of the main organisational structure to illustrate how tourism is organised and managed, to identify linkages and to identify the engagement of other organisations/stakeholders.

The information required will only need to be prepared fully in year 1 as it will subsequently only be necessary to provide details of any changes.

2.1 Please identify the National Bodies responsible for tourism (Ministry and also any separate/related National Tourism Organisation), including key areas of responsibility, and their relationship to other national bodies. (maximum of 1.000 characters)

In 2012 no significant changes in tourism management at the central level have been made in Poland. Tourism still constitutes an independent section of governmental administration covering tourist infrastructure development, mechanisms of market regulation and recognition of qualifications of regulated professions (such as tour guides). Since 2007 tourism is within the scope of competence of the Minister of Sport and Tourism. Link: <http://www.msport.gov.pl> No amendments to the competences of “minister appropriate for tourism matters” have been made in 2012. Tourism related issues were handled by Department of Tourism.

The promotion of tourism in Poland was conducted:

- At the central level by the Polish Tourist Organisation (PTO).
- At the regional level by Regional Tourist Organisations (RTOs).
- At the local level by Local Tourist Organisations (LTOs).

The main objectives of the Polish Tourist Organisation are:

- 1) To promote Poland as a country attractive for tourism;
- 2) To provide the operation and development of a Polish system of tourist information, both nationally and internationally;
- 3) To initiate, support and evaluate the plans of development and modernization of the tourist infrastructure.

The Polish Tourist Organisation in implementing its tasks, specifically co-operates with:

1. Local and regional tourist organisations;
2. Local government units;

3. Business organisations in tourism, including trade and professional organisations, as well as associations operating in this field;
4. Polish National Tourist Offices (14 abroad representations were created in the countries that are very important and promising for the development of inbound tourism to the Poland) - in the scope of tasks performed abroad.

PTO receives basic funding from the Minister of Sport and Tourism, the business organizations operating in tourism, local government branches and others.
Link: www.pot.gov.pl.

Regional and Local Tourist Organisations are, by definition, autonomous bodies involved in tourism promotion and development at the local and regional levels. The relations between them and the Polish Tourist Organisation is based exclusively on the principle of equal rights partnership.

Regional Tourist Organisations responsible for the promotion and development of tourism in Poland's all provinces are the major partners of the Polish Tourist Organisation. Local Tourist Organisations play an equally important role; it is at their level that plans for marketing local tourist attractions are devised and developed.

2.2 Please, describe what organisations/agencies are used to deliver services at the national and regional level and the services that they deliver. (maximum 800 characters)

In 2012 the Ministry of Sport and Tourism co-operated with other governmental bodies regarding tourism related issues and with the major tourism business organisations and professional associations.

Co-operation with governmental bodies concerns two main areas:

- The legislations affecting directly or indirectly tourism areas
- Realisation of the priorities defined in the strategic document titled *Direction of tourism development until 2015*.

Ministry responsible for tourism cooperated with Marshals for the realization of tasks defined in the Act on Tourism Services of 29 August 1997.

On the regional level - Marshals are responsible for realisation and implementation of tasks ordered in the framework of governmental administration, especially tasks defined in the Act on Tourism Services of 29 August 1997.

2.3 Please, describe which other bodies and organisations are involved at the national level and the process for involving them. (maximum 800 characters)

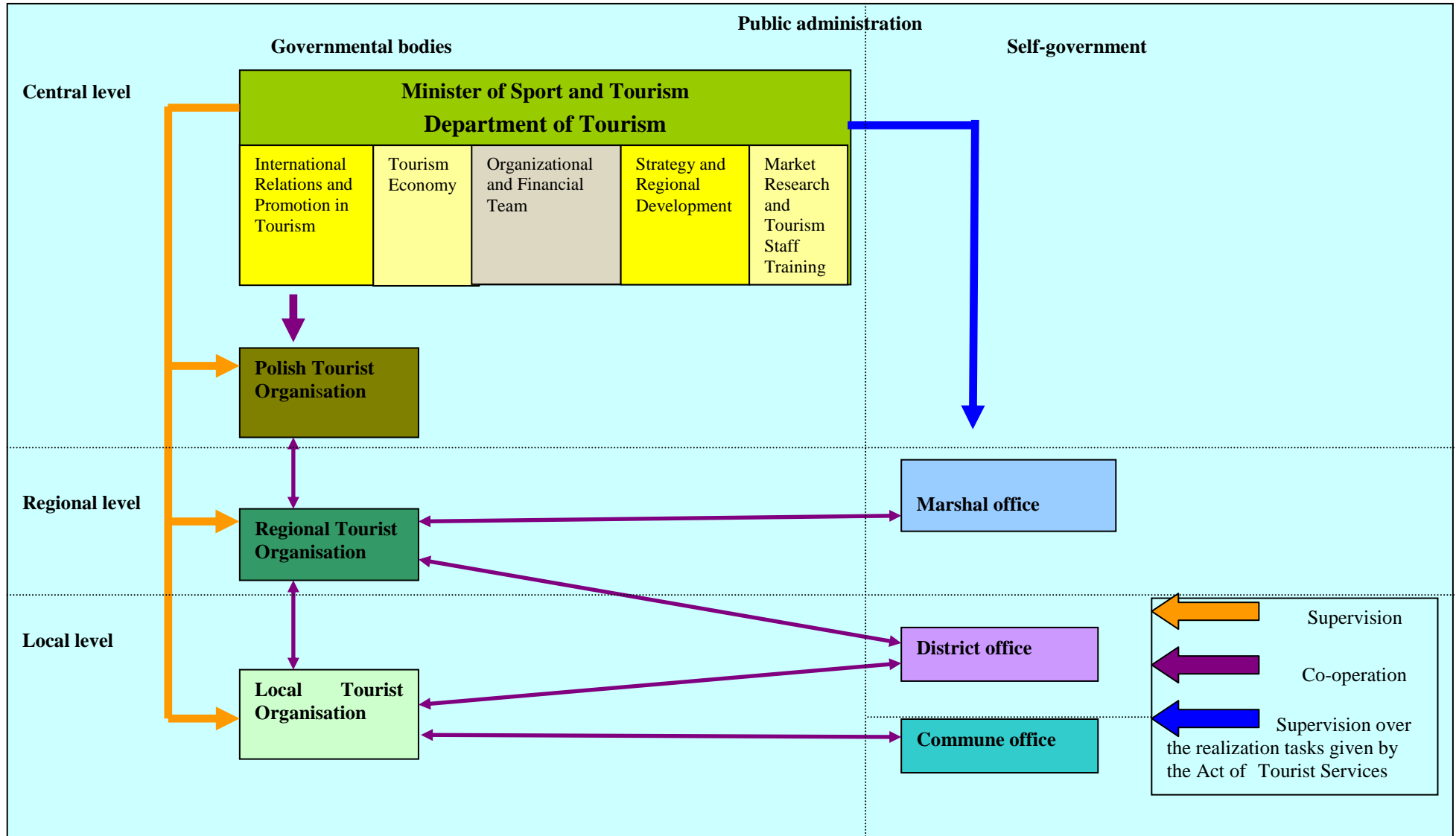
Ministry of Sport and Tourism co-operates with:

- governmental administration;
- associations of business companies (including in particular Polish Chamber of Tourism, Chamber of Tourism of the Republic of Poland, Polish Tour Operators Association, Polish National Association of Tourist Agents, Chamber of Commerce of Polish Hotel Industry, Polish Chamber of Hotel Industry, Polish Chamber of Youth Tourism, "Polish Resorts" Chamber of Commerce, and National Council of Chambers of Tourism in Poland);
- universities, enterprises carrying out education activities and experts;
- non-governmental organisations (including in particular Polish Tourist Country-Lovers Society, Polish Youth Hostels Association, Polish Camping and Caravanning Federation, Polish Federation for Rural Tourism - Gospodarstwa Gościnne, Polish Hotel Trade and Tourism Association, The Conferences and Congresses in Poland Association, Association of Polish Spa Communities).

2.4 Please provide a diagram/organogram of the organisational structure for tourism identifying the relationship between national, regional and local bodies. Provide also a short description of the core responsibilities and competencies of each of the organisations. Include also information regarding the direct and indirect links between other departments, stakeholder organisations and unions. Information about mechanisms of decision making process participation from outsider organisations, e.g. forums, advisory committees is also requested. (maximum of 2.000 characters)

Organisation and links between the national tourism authority and the provinces/regions.

Organizational chart of tourism bodies in Poland (source: Department of Tourism, Ministry of Sport and Tourism of the Republic of Poland)



National level:

The Minister of Sport and Tourism as “*minister in charge of tourism*”, is responsible for::

1. preparation of system solutions that stimulate tourism development and an increase of national tourist product;
2. elaboration and monitoring of programmes in terms of tourism implementation;
3. conducting affairs related to the country land management in terms of tourism and recreation;
4. conducting of affairs connected with the act on tourism services ‘implementation’;
5. conducting of the Central Register of Tour Operators and Tourism Retailers;
6. assessment of s sector of tourist services functioning;
7. taking up activities aiming on an increase of the Polish tourist offer competition;
8. taking up activities aiming on protection of tourist services’ consumers;
9. running affairs connected with a statistics reporting in tourism;
10. running affairs connected with gaining of foreign and national financial means dedicated to tourism development;
11. running of affairs resulting from Minister’s supervision over Polish Tourist Organisation.

Regional level:

In Poland the primary role in tourism development play the local self-government (commune, district, marshals). Their competences included two different group of tasks:

1. all public affairs of a local or regional levels which are not reserved by the law for other entities (so called *own tasks*);
2. performance of tasks ordered in the framework of governmental administration (so called *commissioned tasks*).

In the framework of this second group of tasks marshal are responsible for an implementation of the Act on Tourism Services of 29 August 1997, especially for:

1. conducting the *Register of tour operators and tourism retailers* for running a business based on organisation of tourist events or performing - upon the client’s request - factual and legal operations related to concluding contracts for rendering tourism services;

2. conducting of control of economic activity of tour operators and tourism retailers in terms of : a) fulfilling by them requirements necessary to gaining a registration to the Register of tour operators and tourism retailers, b) compliance of the pursued activity with the obtained entry in the Register, c) obeying of conditions of economic activity " performance, defined by the legal regulations;
3. conducting of the Register of Training Course Organizers for Candidates for Tourist Guides and Tour Managers
4. control of the Training Course Organizers for Candidates for Tourist Guides and Tour Managers
5. issuing the licences to tourist guides and couriers
6. control of tourist guides and tour managers;
7. appointing of examination commissions, verifying knowledge of foreign languages by tourist guides and tour managers.
8. a classification of accommodation facilities into particular types and categories, control of accommodation facilities
9. conducting of the register of accommodation

Apart from governing tourism issues, each region has its own Regional Tourist Organisations (RTO) in charge of tourism promotion in and outside of Poland.

Local level:

Competencies of a commune (gmina) , as local self-government units „*cover all public affairs of a local importance, not reserved by the law for other entities*”. In particular tasks of commune include fulfilling of collective needs of a community. There are so called “*own*” tasks of a commune, to which belong such matters as: infrastructure development, ensuring of safety, or environmental matters.

The second function of a commune is performance of tasks ordered in the framework of governmental administration (so called *commissioned tasks*). Communes receive financial means from the state budget for their implementation. The Act on Tourism Services gave to communes an implementation of following tasks in the framework of governmental administration:

1. running of camp sites register, and other facilities in which accommodation services were provided;
2. inspecting, within their territorial jurisdictions, all accommodation facilities and other facilities in which accommodation services were provided;

3. informing of organs conducting registers of accommodation facilities on infringements noticed;
4. giving an order of suspension of services performance in accommodation facilities, camps sites, and private apartments by the time of infringements removal.

Rights mentioned above give to organs of commune a possibility of control, and the same – direct influence on improvement of quality of hotel services offered on their area.

2.5 Please provide information about financial data, including spend on tourism as a percentage of overall government spend, the level of national funding support for tourism marketing, the amount of EU funding support made available for tourism and data concerning the support to SMEs and Destinations. (500 characters)

- The estimated share of Polish tourism economy in GDP amounted to 6% in 2012.
- The expenditures of foreigners in Poland were estimated at 35.7 bn PLN in 2012 (ca. 8.54 bn EUR)
- The expenditures of Polish residents in Poland were estimated at 32.9 bn PLN (ca. 7.87 bn EUR), expenditures of Polish residents abroad – 12.9 bn PLN (ca. 3.08 bn EUR), expenditures on business trips – 11.5 bn PLN (ca. 2.75 bn EUR) and public expenditures on tourism – 3.4 bn PLN (ca. 0.81 bn EUR).
- Total tourism economy was estimated in 2012 at 96.4 bn PLN (ca. 23.06 bn EUR).
- In 2012, the budget of National Tourism Administration amounted to 48 262 000 PLN (ca. 11 545 944 EUR). This budget included the budget of the National Tourism Organization, which was 39 326 000 PLN (9 408 134 EUR).

3. POLICIES AND STRATEGIES

3.1 Is there a current National Strategy for tourism? Yes No

If yes, please, provide information in bullet point format about the key aims, objectives and priorities of the strategy highlighting those that are designed to address sustainability issues in economic, environmental and social terms in particular those related in the six aims included in the Agenda. In preparing the tourism strategy, explain how consideration has been given to the 9 principles set out in the Agenda (para2.3 p5) and given in the appendix. (maximum 1.000 characters)

The year 2012 was another year of implementation "*Directions for Tourism Development until 2015.*"

This important document, accepted by Polish Government in 2008 includes among others:

- diagnosis of the initial situation,
- axiological principles (mission, primary objective, priority areas, operational goals and measures),
- strategic solutions (measures based on the SWOT analysis).

A detailed analysis of the condition of Polish tourism, compared with world and European trends, lead to defining priority areas for strengthening the dynamics and harmony of tourism development, covering:

- a highly competitive tourist product,
- development of human resources contributing to tourism development,
- marketing support,
- shaping the tourist area.

As regards the tourist product, the following measures are recommended: measures for creating innovative and competitive products meeting the requirements of sustainable development, stimulating cooperation between numerous entities – at the interregional level as well – for integrating the tourist offer, supporting the types of tourism with the highest chances for development as a result of market conditions and their own assets as well as measures aimed at implementing and promoting modern solutions supporting quality. The basis for the implementation of tasks included in this priority is constant monitoring of the needs of recipients, market trends, the competitive position assessment and adjusting an offer to changing conditions.

As regards the development of human resources, the following measures are recommended: measures intended to prepare professional tourism staff, raise qualifications of managing staff and operational personnel, introduce the professional qualifications system, and to educate social personnel. In addition to preparing staff for servicing tourist traffic, another equally important issue is to widely educate recipients of tourist services in order to increase interest in spending their free time actively and to use cultural and environmental resources in a conscious and responsible way.

As regards marketing, the following measures are recommended: measures aimed at creating a coherent promotion system making use of the opportunity to organise common promotion at the European Union level and developing an integrated system of marketing

activities as an aspect contributing to the increase in the number of foreign and domestic tourists, enhancing the tourist information system, and supporting the development of studies in the field of tourism.

As regards development of the tourist area, measures for sustainable regional development are recommended. The priority implementation is focused on shaping the tourist area in accordance with the principles of environmental protection, increasing the possibility to absorb tourists on areas attractive in terms of tourism by means of renovating or rebuilding and developing relevant infrastructure, increasing the communication availability of tourism regions.

An important assumption is that “*Directions...*” will be dynamically modified and adjusted to constantly changing conditions. In 2012 such modifications was not introduced.

3.2 Who was the initiator and who is responsible for its implementation? (maximum 200 characters)

The initiator of creating „*Directions for tourism development until 2015*” was Ministry of Sport and Tourism. Draft „*Directions...*” included the results of numerous consultations made with the representatives different tourism stakeholders (appx. 800 persons participated in the consultations), including: the representatives of regional and local administration representatives and also with the organizations representing joint public-private partnership in tourism, i.e. Regional and Local Tourist Organisations.

Draft document had been also evaluated in terms of environmental impact assessment (prognosis), made by the Institute for Eco-development. In the course of works, many recommendations had been prepared, which were then included into the document. Moreover, it was stated that the “*Directions...*” created an actual opportunity to support environmental protection and principles for sustainable development

Directions for Tourism Development until 2015 are implemented at two levels:

1. At the level of tasks recommended by the Interministerial Team which was appointed by the Ruling of the President of the Council of Ministers (Level I) for coordinating the tasks of the Government included in *Directions for Tourism Development until 2015* all general actions were planned. In 2012 the tasks concerning the implementation of “*Directions...*” as well as financial expenditure recommended annually to competent ministers by the Interministerial Team were financed by the Minister responsible for tourism and other Ministers within the resources provided for in the Budget Act for a year 2012.
2. At the level of tasks recommended to all entities acting for tourism development (Level II) will be financed within the resources of the participants of the tourist system, i.e. government administration bodies, territorial self-government entities of

all levels, business entities and their associations, universities, entrepreneurs doing business in the field of education and experts, regional and local tourist organisations, non-governmental organisations, local communities. The resources from the European Union structural funds in 2007–2013 will also provide significant support for the tourism development in Poland.

3.3 How is the strategy monitored and how often? (maximum 500 characters)

The objectives stated in the „*Directions ...*” are the important elements of the realisation of the overall Polish Government’s objectives. The level of selected macroeconomic indicators, such as:

- the tourism economy contribution to creating GDP,
- the participations of the Poles in tourist trips.
- the increase in the number of foreign tourists and visitors coming to our country

serve as indicators of implementation of the goals stated in the above mentioned document.

In order to monitor the effects of the tasks implemented by the Interministerial Team, the President of the Interministerial Team (Minister responsible for tourism) prepared an annual report of the Team’s operations and then submitted it to the Council of Ministers.

The Minister responsible for tourism will also prepare the following reports presenting the situation in tourism economy in Poland:

- in 2013 for the period of 2007–2011
- in 2016 for the period of 2012–2015.

3.4 What tourism specific legislation exists? (maximum 500 characters)

In the year 2012 no significant amendments to legal regulations on establishing and running business activity in tourist sector appeared.

The most important regulations concerning tourism include:

1) The law of 29 August 1997 on tourism services (the unified text Journal of Laws 2004 No. 223, item 2268 with subsequent amendment) and implementing provisions issued on its basis – including:

- regulation of the Minister of Sport and Tourism of 21 April 2011 specifying templates for bank guarantee agreements, insurance guarantee agreements and insurance policy agreements in favour of customers (Journal of Laws No. 88, item 499).

- regulation of the Minister of Sport and Tourism of 6 October 2011, on the Central Register of Tour Operators & Travel Agents (Journal of Laws No.225, item 1353)
- regulation of the Minister of Economy of 4 March 2011 on the tourist guides and tour leaders (Journal of Laws No. 60, item 302),
- regulation of the Minister of Finance of 21 December 2010 on insurance for customers in relation to activity performed by tourism organizers and tourism retailer tourist (Journal of Laws No. 252, item 1690)
- regulation of the Minister of Finance of 16 December 2010 on a minimal sum of a bank and insurance guarantee requested in relation to activity performed by tour operator and tourism retailer (Journal of Laws No. 238, item 1584).
- regulation of the Minister of Sport and Tourism of 29 December 2010 on the fees related to the classification and categorisation of accommodation facilities (the unified text Journal of Laws of 2011, No. 10 item 54),
- regulation of the Minister of Sport and Tourism of 14 September 2010 on remuneration of members of assessment team for hotel objects (Journal of Laws No. 172, item 1167),
- regulation of the Minister of Sport and Tourism of 30 June 2009 on detailed purpose, conditions and mode of granting State aid for the support of investments in tourism products of supra-regional importance as part of regional investment aid and de minimis aid under the Operational Programme Innovative Economy, 2007-2013 (Journal of Laws No. 107, item 893),

2) The Law of 25 June 1999 on the Polish Tourist Organisation and the implementing provisions issued on its basis;

- regulation of the Minister of Economy of 28 April 2006 on establishing a charter to the Polish Tourist Organisation (Journal of Laws, No. 80, item 559 with subsequent amendment).
- regulation of the Minister of Economy of 7 March 2000 in order to assign the maximum amount of contribution to the Polish Tourism Organization conceded as a cost of gaining the revenue (Journal of Laws No. 17, item 217)
- regulation of the Minister of Economy of 12 September 2001 on describe the logo for tourism promotion of Poland (Journal of Laws No. 105, item 1147).

3) Regulation concerning recognition of professional qualification in tourism:

- regulation of the Minister of Sport and Tourism of 22 January 2009 on the adaptation period and the aptitude test carried out in the course of proceedings for recognition of

tour leader qualifications acquired in the EU member states (Journal of Laws No. 23, item 141),

- regulation of the Minister of Sport and Tourism of 22 January 2009 on the adaptation period and the aptitude test carried out in the course of proceedings for recognition of tour guide qualifications acquired in the EU member states (Journal of Laws No. 23, item 142)
- Law of 18 March 2008 on the rules governing recognition of professional qualifications acquired in EU Member States (Journal of Laws No. 63, item 394)
- Regulation of the Minister of Science and Higher Education of 9th October 2008 on the models of the forms submitted to initiate the procedure for the recognition of professional qualifications (Journal of Laws No. 187 item 1151).

4. MEASURES AND INITIATIVES

This section provides Member States with an opportunity to outline specific initiatives and policies that are or are going to be adopted to manage and develop tourism activity in ways which respond to the key challenges of the Agenda and which fall within the six main aims of the Agenda itself.

1 Economic prosperity

- a. To ensure the long term competitiveness, viability and prosperity of tourism enterprises and destinations.
- b. To provide quality employment opportunities, offering fair pay and conditions for all employees and avoiding all forms of discrimination.

2 Social equity and cohesion

- a. To enhance the quality of life of local communities through tourism, and engage them in its planning and management
- b. To provide a safe, satisfying and fulfilling experience for visitors, available to all without discrimination by gender, race, religion, disability or in other ways.

3 Environmental and cultural protection

- a. To minimise pollution and degradation of the global and local environment and the use of scarce resources by tourism activities.
- b. To maintain and strengthen cultural richness and biodiversity and contribute to their appreciation and conservation.

4.1 Please set out, briefly, the steps which have been or will be taken, if any, to address the 7 key challenges for the delivery of sustainable and competitive tourism, covered in the TSG report and referred to in the ‘Agenda’.

4.1.1 Reducing the seasonality of demand. (maximum 200 characters)

In order to reduce the seasonality of demand in “*Directions for Tourism Development until 2015*” was foreseen support of creation of innovative products which reduce the seasonality of demand. (Action - *I.4 Enterprise development*).

In order to reduce the seasonality of demand in tourism, Poland, *inter alia*, promotes the use of agritourism farms. In 2012, the Ministry of Sport and Tourism was co-organizer of [4th International Fair of Rural and Agricultural Tourism – AGROTRAVEL](#). The fair was a place for presentation of rural tourism products offered by countries and regions. As in previous years, the event was the perfect platform for the exchange of experience and knowledge of all those who are active in the field of rural tourism and make efforts for its development. It was attended by owners of agritourism farms, representatives of Regional Tourism Organisations, Local Action Groups, as well as representatives of local government and state institutions, and men of science. Fair and conference guests included the representatives of the World Tourism Organisation (UNWTO), European Commission, national organisations of rural tourism associated in the EuroGites – the European Federation of Farm and Village Tourism, and organisations belonging to the European Network for Rural Development. During the fair the most important issues concerning rural tourism were discussed, including the problems of that sector as well as trends, market fluctuations, and economic and social factors that have a significant impact on the development of rural tourism and agritourism.

Extending the tourist season also takes place through planning of the winter holidays. Winter holidays in Poland last two weeks. The Minister of Education every year issues a communication, which determines the dates of holidays, broken down by voivodeships. Because of that, the winter holiday period is extended to two months.

It is worth mentioning that under the counter seasonality Poland participates in the Calypso Preparatory Action and developed the European Senior Travellers project within the frameworks of Calypso together with Spain and Portugal.

Poland also signed declaration of participation in the project of exchange of 50 000 tourists between Europe and South America and we were very active in this field. In 2012 Ministry of Sport and tourism set up an ad-hoc working group composed of tourism industry representatives – ca. 15 participants (two working meetings were held on January and March 2012). Poland participated in industry workshop in Sao Paulo on 10-11 July 2012. A representative of Ministry of Sport and Tourism accompanied by one tourism industry representative presented Polish packages dedicated to tourists from South America and held B2B talks with Brazilian tour operators. Poland organized a study tour to Poland on 24-30 November 2012 for Brazilian tourism industry representatives. The tour itinerary included an industry workshop in Warsaw on 29 November 2012.

4.1.2 Addressing the impact of tourism transport. (maximum 200 characters)

In Poland the Ministry of Transport, Construction and Maritime Economy is responsible for infrastructure development. One of the major areas of improvement of conditions of quality tourism supply was the development of the transport network (high ways, roads, railway stations, airports etc).

In 2012, Poland hosted Euro 2012. The organization of the championship has undoubtedly contributed to the improvement of transport infrastructure, including the construction of thousands of kilometres of roads, construction, expansion and renovation of numerous airports and railway stations. A number of projects was implemented for a total value of around EUR 25 billion. First, of course, were the four new stadiums in Warsaw, Wrocław, Gdańsk and Poznań. Warsaw National Stadium is one of the most modern in Europe, it can accommodate 58 000 spectators and will also be an important object after the EURO for the organization of events in the capital. About 1100 km of motorways were constructed, about 540 km of two-lane expressway and about 325 km of one lane expressways. Seventy railway stations were subjected to a thorough modernization throughout the country. Ten airports were built and renovated. After the renovation and expansion of the Warsaw Chopin Airport, it is ready to handle 20 million passengers a year. Although all of these investments have been run in the context of Euro 2012, they provide a lasting improvement in the infrastructure of our country and will serve not only Polish citizens, but also foreign tourists visiting Poland.

The Ministry of Sport and Tourism supports the development of transport tourism infrastructure, *inter alia*, through a competition for funding public tasks in the field of tourism. In 2012, one of the priorities that could be implemented within the framework of the grants received was the development of active tourism, including cycling and water tourism, and marking and maintenance of trails (hiking, skiing, biking, water trails), which are in Poland and are part of international routes, such as: EUROVELO, Greenways and national routes.

As part of action involving the transport infrastructure, it is worth to mention those taken in connection with sea-related tourism. The owners of ferries constantly cooperate with the Swedish ports offering trips between Poland and Sweden. The two ferry routes between Gdynia and Karlskrona and Świnoujście and Ystad are of great importance for the development of ferry tourism. The ferry tourism also involves ferry connections between Gdynia and Helsinki and Gdańsk and Nynashamn.

One of the examples of amenities introduced for tourists in terms of transport infrastructure is the city of Gdynia, which in 2012 launched a shuttle bus at the ferry terminal, which takes visitors coming from Karlskrona to the city.

The ports also implement infrastructure projects aimed at improving access to ports from the sea and land, co-financed from EU funds, e.g. The Szczecin and Świnoujście Seaports Authority in 2012 signed a contract for the investment "Development of port infrastructure in

the southern part Świnoujście port. *Construction of the ferry No. 1*".

In addition, in 2012 the Ministry of Transport, Construction and Maritime Economy took patronage and co-organized the first Inland Shipping and Water Management International Exhibition and Conference - Waterways Expo in Wrocław. The third day of the event was devoted entirely to water tourism.

4.1.3 Improving the quality of tourism jobs. (maximum 200 characters)

In order to improve the quality of tourism jobs in "*Directions for Tourism Development until 2015*" foreseen actions which was called - *II.1 Preparing tourism personnel*. It was focus on raising qualification of managerial staff and improving skills of tourism personnel. Special care was put on improving the quality of jobs in travel agencies, hotels and restaurants.

The Ministry of Sport and Tourism supports the development of tourism personnel, *inter alia*, through a competition for **funding public tasks in the field of tourism**. In 2012, one of the priorities that could be implemented within the framework of the grants received was the development of human resources through training of tourism personnel and training and improvement of professional and social personnel. The training concerned in particular the direct customer service in tourism with particular emphasis on the needs of groups at risk of social exclusion and the hotel and catering staff for innovative techniques of customer service.

The Ministry of Sport and Tourism also organizes a **competition for the best thesis in the field of tourism economy**, which aims to identify the best master's thesis in the field of tourism economy regarding issues related to increasing the competitiveness of Polish tourist offer in the domestic and foreign markets, resulting from the implementation of strategic documents in the field of tourism adopted by the Council of Ministers.

On 1-3 October 2012 took place the 11th **National Conference of headmasters of hotel, gastronomy and tourism schools**. The direct executer of the task was the Stanisław Staszic School Complex No. 8 in Szczecin. The project was organized to familiarize participants with the implemented solutions serving education in ho-ga-tur professions according to the needs of the labour market, including:

- determination by the employers' representatives of expectations on vocational training, i.e. the profile of graduates,
- learning of new rules for carrying out examinations of professional competence,
- discussing the opportunities and risks for vocational education associated with educational reforms,

- the use of e-textbooks and new technologies in vocational training.
- allowing exchange of good practice in vocational training.

On 17-20 April 2012 in the E. Gierczak Economic and Hotel School Complex in Kołobrzeg held the central stage of the **4th Olympiad of hotel knowledge**. The first stage was to solve the theoretical test of hotel industry knowledge, the second – to check participants’ practical skills in consumer service in reception area and in restaurant.

From 1 September 2012, upper-secondary vocational schools, starting from the first class, implement a new core curriculum for vocational education as defined in the regulation of the Minister of National Education of 7 February 2012 on the core curriculum for vocational education (Dz. U. item. 184). For the first time, the descriptions of education in all professions included in the classification of vocational education are laid down in a single legal act.

The core curriculum distinguishes learning outcomes common to all professions and learning outcomes common to professions in the given area of education, allowing avoiding repetition of content in the learning process, which is important for vocational retraining or acquiring additional qualifications in occupations in the given area of education.

In the core curriculum for vocational education, the professions of the tourism sector, like in the classification of professions in vocational education, are included in the area of tourism and gastronomy (T). Learning outcomes which are common to the professions and make up the foundation for vocational education or are set out in seven groups of skills marked with codes: PKZ(T.a), PKZ(T.c), PKZ(T.d), PKZ(T.e), PKZ(T.f), PKZ(T.g) and PKZ(T.h).

This area also describes the learning outcomes appropriate for 11 qualifications separate in occupations in this sector:

- T.1 Carrying out ancillary works in facilities providing hotel services,
- T.6 Preparing food and drinks,
- T.7 Conducting tourism activities in rural areas,
- T.8 Running an agritourism farm,
- T.9 Performance of waiting services,
- T.10 Organization of gastronomy services,
- T.11 Planning and execution of services in the reception,
- T.12 Customer service in facility providing hotel services,

- T.13 Planning and execution of events and tourist services,
- T.14 Providing tourist information and sale of tourist services,
- T.15 Organization of nutrition and gastronomy services.

The new core curriculum for vocational education is of vital importance for the development of vocational education of adults who are interested in obtaining additional qualifications or changing profession. Learning outcomes specified for qualifications separated in the given profession are in fact taken into account in the process of education implemented in the forms of lifelong learning – on qualifying professional courses and skills courses.

On 1 September 2012, the new classification of professions in vocational education entered into force, established by the regulation of the Minister of National Education of 23 December 2011 *on the classification of professions in vocational education* (Dz. U. of 2012, item 7). With regard to the professions for which the competent or co-competent minister is the minister in charge of tourism, the new classification of vocational education includes the following professions:

1) at the level of technician qualifications:

- a) *technician of nutrition and food services* (co-competent Minister - Minister of Tourism and co-competent Minister - Minister of Rural Development) - taught in vocational high school and on professional qualification courses;
- b) *technician of tourist services* - taught in vocational high school and on professional qualification courses (competent minister - Minister of Tourism);
- c) *hotel industry technician* – taught in vocational high school and on professional qualification courses (competent minister - Minister of Tourism);
- d) *waiter* – taught in vocational high school and on professional qualification courses (competent minister - Minister of Tourism);
- e) *rural tourism technician* (co-competent Minister - Minister of Tourism and co-competent Minister - Minister of Rural Development) - taught in vocational high school and in two-year post-secondary school and on professional qualification courses;

2) at the level of basic vocational school:

- a) *cook* (co-competent Minister - Minister of Tourism and co-competent Minister - Minister for agricultural markets) - taught in a three-year basic vocational school and on professional qualification courses;
- b) *room service auxiliary staff* - taught in a three-year basic vocational school and on professional qualification courses; profession dedicated exclusively to people with slight

mental disability (competent minister - Minister of Tourism).

4.1.4 Maintaining and enhancing community prosperity and the quality of life, in the face of change. (maximum 200 characters)

Tourism is one of the elements that contribute significantly to the quality of life as well as to the prosperity of local communities. The development of major tourism attractions and infrastructure is also beneficial for the local community.

In *Rural Development Programme for 2007-2013* in axis 3 *Quality of life in rural areas and diversification of rural economy* included two actions which could improve quality of life:.

1. Diversification of non-agricultural activities – aid is granted to entities starting or developing activity related to services for tourists and connected with sports and leisure.
2. Establishment and development of micro-enterprises - aid is granted to entities for investments associated with setting-up or development of micro-enterprises dealing with services for tourists and connected with sports and leisure.

4.1.5 Minimising resource use and the production of waste. (maximum 200 characters)

In 2012, five new projects were launched, in which efforts are likely to have a positive impact on the development of tourism in Poland (including the projects "*Construction of the parking lot at Blue Spring Reserve – a factor limiting tourists pressure*", "*Protection of Natura 2000 sites by redirecting tourism to less sensitive areas*"). These projects are primarily for the modernization of existing tourist infrastructure, as well as the provide for the conduct of information campaigns aimed at promoting the natural values of the areas. It is worth noting that the projects are carried out by different actors (local authorities, national parks, NGOs) in the area of five voivodeships (Lubelskie, Lubuskie, Łódzkie, Mazowieckie and Podlaskie), their total value is more than PLN 10.3 million (including EU funding of PLN 8.7 million).

On 1 June 2012, at the Warta River Mouth we celebrated the 20th anniversary of the Habitats Directive. Celebrations of the 20th anniversary of the Habitats Directive in the gmina of Słońsk involved a festival held for children "*Picnic with Nature*", popularizing European efforts to protect biodiversity and the functioning of the Natura 2000 network.

Bearing in mind that the high natural value of protected areas translates into tourist attractiveness of the area, the regional directorates of environmental protection promote natural and landscape values of their areas through the use of the basic means of communication, i.e. the Internet, printed materials, and meetings with the local community.

The activities relevant to the development of tourism and undertaken in landscape parks in

2012 include, among others: marking out and modernizing educational paths (natural-educational), works associated with the current marking of cycling and hiking paths and the ongoing renovation of tourist infrastructure.

4.1.6 Conserving and giving value to natural and cultural heritage. (maximum 200 characters)

According to Directions for Tourism Development until 2015 it is indicated that Poland should use cultural heritage to encourage tourists to visit Poland. In aim I.5 Development of main types of tourism in Poland - cultural tourism is indicated as one of the main type of domestic and incoming tourism.

The Ministry of Culture and National Heritage is working towards the protection of folk culture. Under the programme "Cultural Heritage", The Ministry of Culture and National Heritage subsidizes among other the projects which aim at promoting regional traditions and folk culture phenomena. These include above all exhibitions, festivals, reviews, concerts featuring music, dance, rituals, customs, folk art and dialects of different regions of Poland, Europe and the world. Extremely popular among tourists are also fairs, markets, shows and folklore workshops of traditional crafts and so called tradition schools. Most of these initiatives have permanently entered the offer of promotion of regions and towns and are one of the elements of the broader cultural tourism. They are addressed to a large audience and through their interdisciplinary nature they take account of requirements of different audiences. They create opportunities for active recreation, attracting a large group of tourists and holiday makers, contributing to the preservation and promotion of cultural heritage of particular localities and regions.

In 2012, all activities under the government's policy for the protection of cultural heritage were coordinated, as in previous years, by the Chief Conservator - Secretary of State in the Ministry of Culture and National Heritage.

Important support for the activities of Chief Conservator in this regard was the work of the National Heritage Institute and its branch offices and the National Institute of Museology and Collections Protection. Also voivodeship conservators (and voivodeship monuments preservation offices directed by them) supported the actions of the Chief Conservator. Specialized tasks relating to conservatory protection of own objects were also implemented by directors of selected museums, e.g. the Wawel Castle, the Museum of Auschwitz-Birkenau and the Castle Museum in Malbork.

The tasks related to the protection of monuments were implemented using the funds of the state budget allocated to under the Ministry's programmes and the budgets of voivodes and local government units. The basic purposes for which these funds are spent include protection and conservation of material cultural heritage, conservation, restoration of monuments and making them available for the public.

The Ministry of Culture and National Heritage performs tasks related to the implementation of Priority IX *Culture and cultural heritage* of the Operational Programme Infrastructure and Environment, whose main objective is to increase the attractiveness of Poland through investment in culture. This priority supports projects in the field of conservation and restoration of monuments of supraregional importance (including in the list of UNESCO World Cultural and Natural Heritage), the development of cultural infrastructure, such as construction, expansion and reconstruction of cultural institutions of supraregional significance and development of art education infrastructure. Co-financed projects (including *Construction of the Copernicus Science Centre in Warsaw, Chopin's heritage on the Royal Route in the Ostrogski Castle in Warsaw, Galician market - construction of the urban sector in the Ethnographic Park of Sanok*) contribute to the diversified cultural offer, which increases the number of domestic and foreign tourists (information from the beneficiaries show that the Copernicus Science Centre since its inception has been visited by two million visitors, while Frederic Chopin Museum in Warsaw by over 360 thousand tourists) and the perception of Poland as a country attractive for prospective investors.

In 2012, works were still being conducted on the "*National programme for the protection of monuments*", which identifies the key issues related to the protection of monuments, including: objectives and lines of action for the protection of monuments, conditions and manner of financing for the planned activities and the timetable for their implementation.

In 2012, the following the historic buildings have been recognized by the Polish President as monuments of history:

- [Bohoniki and Kruszyniany - mosques and mizars;](#)
- [Katowice – Building of Voivodeship and Silesian Parliament;](#)
- [Łowicz - Cathedral Basilica \(former Collegiate Primate\) of the Assumption of the Blessed Virgin Mary;](#)
- [Paczków - Old Town complex with medieval fortification system;](#)
- [Strzegom - the church of St. Peter and Paul;](#)
- [Sulejów - Cistercian abbey;](#)

At the end of 2012, the list of historical monuments included 54 objects.

In 2012, there was still a lot of interest of local authorities in the possibilities of using landmarks to promote tourism. One may mention here some of the most interesting examples of the implementation in the country. The Silesian Cultural Heritage Centre in Katowice continues work on creating trails of industrial monuments in Silesia, in cooperation with the local conservation service. High saturation with industrial heritage monuments in Upper Silesia favours marking of hiking trails. Selection covered about 150 monuments of

technology and facilities in various fields of industry, which could be major tourist attractions of given locality or region. The list includes old mines, excavations, tunnels, dumps, historic items of metallurgy, textiles, brewing, waterworks, radio, narrow-gauge railway, water transport routes or representative workers estates. Lubelskie Voivodeship implemented the project *"Traces of the past. Renewal and promotion of historical and cultural heritage of East-Central Lublin region"* and Świętokrzyskie Voivodeship under the Regional Operational Programme implemented *"Economic and tourist promotion of Świętokrzyskie"* in which repair and maintenance work were carried out in the churches *"on the trail of wooden architecture"* and *"on the trail of medieval architecture"*.

Technical monuments in Poland, ranging from Europe's largest Neolithic flint mines in Krzemionki Opatowskie (Świętokrzyskie), the salt mines of Wieliczka and Bochnia, the oldest oil well in Bóbrka (Podkarpackie), a complex of industrial architecture *"Priest's Mill"* in Łódź and valuable objects related to the development, e.g. of the Central Industrial Region or previously mentioned examples from Upper Silesia, with each year become bigger and bigger tourist attractions of supraregional and even international importance.

The big attractions are also the ancient ruins of fortresses and other military and defence structures from the time of the World Wars in Europe (for example, Srebrna Góra, Kłodzko, Przemyśl, Kętrzyn, Międzyrzecze Fortified Region). Przemyśl for example implements the project - the tourist path named *"Trail of cemeteries of the First World War"*. One element of this project is the comprehensive restoration of the fortress envisaged in 2013-14. In 2012 they conducted preparatory works for the implementation of this project.

The National Heritage Board of Poland (NHBP) in 2012:

- launched the application on mobile devices *"Monuments in Poland"* exactly determining the location of historic buildings in the vicinity of the user. It provides the most important information about a particular monument, developed by experts in NHBP. The free application for the Android operating system can be downloaded for free on Google Play, by entering "Monuments in Poland National Heritage Board". The application "Monuments in Poland" is dedicated not only to lovers of historical monuments, but to all those who do not want to take along heavy guides and wish to explore. In addition to giving the exact location it also estimates the distance separating you from the object. People who want to learn more about a monument or place, can look at modern and archival photographs and detailed descriptions prepared by experts dealing with the protection of cultural heritage in Poland on a daily basis. A pilot application is available. The project aims to facilitate access to information about nearby sights, opening times, how to commute - and thus encourage visitors.

- launched the portal <http://e-zabytek.nid.pl/>. This is the first IT platform in Poland that provides all interested parties with the opportunity to browse a variety of information about Polish monuments in one place. Through the Portal, one can search and browse images, 3D models, videos and documentation on the monuments. It will be possible to analyze spatial

data on monuments inscribed in the register of objects recognized by the Polish President as historical monuments and Polish sites inscribed on the UNESCO World Heritage List. Spatial data is presented in accordance with the requirements and with the use of spatial data services defined in the European Directive INSPIRE. The portal is a tool dedicated to tourists and those planning or considering a visit - to obtain detailed information on sights.

[European Stadium of Culture](#) is a joint Polish-Ukrainian programme, implemented in connection with the organization of EURO 2012. The idea of the European Stadium of Culture is to promote the cultures of the two countries, stressing the importance of their common cultural heritage and promoting their mutual cooperation which should focus on improving the knowledge and dissemination of culture, as well as setting up of joint artistic projects. All these activities were carried out by strengthening collaboration of cultural organizers from private and public sector, cultural networks and other partners, as well as cultural institutions of the two countries and cities participating in the European Stadium of Culture. The main objective of the programme is to establish a common cultural area, allowing the implementation of joint projects in the field of culture and to promote a sense of community among citizens.

In the 2012 edition, the European Stadium of Culture launched on the eve of EURO Championship on 2 - 3 June with a special edition of the Night of Culture "*Lublin in dialogue with Ukraine*", and ended in Rzeszów on 29 June – 1 July, just before the final championship game. The Polish-Ukrainian cultural project, initiated by the Ministry of Culture and National Heritage and implemented by the National Cultural Centre, Estrada Rzeszów and the City of Lublin, has helped to strengthen the image of Poland and Ukraine by promoting the cultural wealth of the two countries and supporting international co-operation of Polish and Ukraine cultural sectors.

In 2012, the activities carried out under the European Stadium of Culture involved, in addition to Rzeszów, also Lublin which has been organizing the "*Night of Culture*" for six years. The city actively promotes Polish-Ukrainian cooperation, and the theme of the project is "*Lublin - Gate of the East*", which emphasizes collaboration of environments to inspire cross-border circulation of cultural and artistic exchange. Cooperation on such a large scale is part of the activities undertaken by the Centre for Eastern Competences, a think-tank set up by the Mayor of Lublin, Marshal of Lubelskie Voivodeship and the UNDP Project Office in Poland, working for mutual trust and support of democratic initiatives between East and West Europe.

Polish Tourist Organisation carries out tasks related to the duties of the Implementing Authority, operating the tourist investment projects under the Operational Programme Innovative Economy (Measure 6.4 "[Investments in tourism products of supra-regional importance](#)"). The measure created and still creates tourism products of supra-regional importance, largely based on the use of natural and cultural heritage. Completed projects include, among others:

- [Routes of new adventure in the historic Salt Mine “Wieliczka”](#). The project was to

recreate and provide visitors with the historic medieval pit "Regis" with elevator shaft top buildings and secure and give access to pits, chambers and galleries near the shaft - valuable in cultural, natural and historical terms. • The project involved reinforcement of the "Regis" shaft and the installation of two lifts, as well as the renovation of historic shaft top buildings with the installation of technical equipment, including network and infrastructure. • In addition, it secured and opened to the public the historic mine workings located in the oldest part of the mine.

- **Tracing the European identity of Kraków - Tourist Route in the basement of the Main Market.** The project has contributed to the development of the basement of Kraków's Market Square for the purposes of unique tourist route, which includes archaeological and architectural reserve, museum exhibitions and a series of film screenings and multimedia presentations. The professional tourist trail created as part of the project fulfils the following functions: protection of historical and cultural heritage, educational, scientific, cultural, informative - promotional and recreational.

- **The Programme Recovery of waterways in Gdańsk.** The project involves activation of the waterways in the city. The product resulting of the project is the modernized waterway adapted to the needs of tourists. The scope of the project included: construction of seven watertram stops, pier for boats and construction of two yachting marinas. The project completed an impressive sailing and shipping infrastructure. The added value of the project, including investment in consistent tourist infrastructure, can be used to promote Poland for many years. As a result, the project will contribute to the development of new tourism products that will affect tourism and economic recovery in the area of inland waters of Gdańsk, and thus the improvement of the quality of life for city residents.

- **Toruń Hansa on the Vistula.** The project involved a number of investments that contributed to the creation of the tourism product related to the history of Toruń and its role in contemporary Europe. The project modernized the Old Town Hall and Eskens House, as well as enhanced public space of Szeroka street and Królowej Jadwigi street. The project also involved preservation, revitalization and tourist development of Teutonic Castle, the New Town Market got the figure of a tradeswoman with weight and multimedia information panels were installed in the Old and New Town.

- **Southwest Cistercian trail.** The project created a tourist product, the Southwest Cistercian trail. The project was implemented in partnership of 20 entities (16 local government units and four Regional Tourism Organisations) in the four voivodeships: Dolnośląskie, Małopolskie, Opolskie and Śląskie. The trail runs is in the vicinity of superior architectural monuments, which store valuable objects of painting, sculpture and decorative arts. The trail has basic tourism infrastructure, including parking with equipment, toilets and tourist information points.

- **International tourism brand product "Kłodzko Spa".** The project established infrastructure to expand the services offered by facilities of Kłodzko Spa Complex. In

particular, the project included: • construction of a rehabilitation centre and spa at the Spa Hospital "Little Castle" in Kudowa-Zdrój, development of the Department of Natural Medicine in the Spa Hospital "Great Pieniawa" in Polanica-Zdrój and the creation of the Treatment Centre at the Spa Hospital "Jan Kazimierz" in Duszniki-Zdrój. In addition, the project created spa facilities at the Sanatorium "Jagusia" in Kudowa-Zdrój.

- **Świętokrzyskie Archaeological and Geological Route.** The project resulted in the tourist product of running through unique in Europe, archaeological and geological sites of Świętokrzyskie region. The project involved the construction of Geoeducation Centre in Kielce, including the Gallery of the Earth containing geological specimens, the network of nature trails and viewpoints. In addition, the project completed the construction of a comprehensive museum and conference facility with parking for Archaeology and Natural Reserve in Krzemionki, set up a small tourism infrastructure facilities in the gmina of Chęciny and marked out the tourist trail for vehicles and cyclists along with the promotion of the project.

- **Glass Heritage Centre in Krosno.** The project implemented a number of investment tasks that have contributed to the creation of an integrated, networking and unique tourism product. Glass Heritage Centre is a tourist attraction that allows not only seeing "live" the technology of creating glass products, but also taking an active part in the production process. All facilities use innovative, multimedia forms of presenting resources of the Centre. In the building of Art Exhibitions Bureau, extended and adapted for the activities of the Centre, there is a room with an interactive presentation of glass melting; it also hosts exhibition rooms and a shop. The cellars of Krosno Market were used to create exhibition space for the presentation of glass with a number of interactive solutions that are particularly of interest to the youngest visitors. The project modernized and equipped exhibition rooms of the Sub-Carpathian Museum and adapted Regional Border Cultures Centre in Krosno for the purpose of presenting the history of glass making in the city and the region. An additional attraction resulting from the project are the objects of small glass architecture, arranged in Krosno.

- **Centennial Hall in Wrocław - Centre for Innovation in Architecture and Construction.** The project consisted in the reconstruction of the interior of the Centennial Hall in Wrocław and making its tourism programme more attractive, so that it was possible to create the object, entered into the UNESCO World Heritage List and List of Historical Monuments in Poland, innovative tourism product with a strong, recognizable brand in the world, consistently used in promotional activities of the country. The aim of the project was to adapt the hall to host prestigious cultural, business and sporting events through a comprehensive modernization of the interior and the introduction of a multimedia interactive tour programme as part of the education-cognitive-recreation path.

- **Tourism in the saddle – infrastructure of innovative and unique tourism product.** The project consisted in the creation in Łódzkie Voivodeship of a professional horse trail infrastructure with high global standards. The trail meets all safety requirements, which combined with the landscape, natural and cultural values of Łódzkie region contributed to the

creation of supra-regional tourism product with a European dimension. The project involved construction of the route, including safe crossings and parking places and implementation of an integrated network of tourist information and monitoring points. In addition, the project created a central computer system, equipped with a navigation of the horse trail and monitoring of the rider.

• **Using the values of the Vistula river in order to build a common tourist product in Kazimierz Dolny, Puławy and Janowiec.** The project resulted in the creation of a tourist product, based on the use of the advantages of the Vistula river, as well as the integration of the three cities, through the use of the river. The project consisted in:

• reconstruction of the river port in Puławy in order to adapt it to tourism and recreation and construction of embankment on the Vistula;

• development of tourism infrastructure associated with the Vistula river in Kazimierz Dolny, through, *inter alia*, reconstruction of the harbour, lighting of Vistula boulevard and management of green areas;

• construction of a marina on the Vistula river in Janowiec.

• **East European Sports and Congress Centre - "Arlamów".** The project consisted in the construction of a modern Congress and Conference Centre, which is part of the multi-purpose tourist facility, including a four-star hotel with ancillary infrastructure. The new investment is a multi-purpose facility with the offer shaped according to the needs of target groups.

The Centre meets the following functions:

• exhibition-fair-cultural,

• tourist,

• conference and training.

Bug - a paradise for tourists. The project enabled the mobilization of tourism and the promotion of values of the Bug river valley.

The results of the project include:

• ferry crossings: Drohiczyn – gmina of Korczew, gmina of Konstantynów – gmina of Mielnik and Zabuze - Mielnik with abutments and access;

• construction of seven marinas on the Polish section of the Bug river;

• development of Castle Hill in Drohiczyn for tourism;

• establishment of Bug Historical and Cultural Park "Bug - border between cultures and

religions" in Drohiczyn;

- adapting the former school building in Grannem for Bug Tourist Centre,
- installation of nine infokiosks;
- marking and minor repairs of bicycle lanes on both sides of the Bug river.

In order to promote **industrial heritage**, on 10-11 May 2012, Zabrze held the 9th International Scientific and Practical Conference "*Innovation in the management of objects of industrial heritage for tourism*". The conference discussed the exchange of experience to develop a common strategy for the development of industrial tourism, perceived as having great potential for development. During the conference, representatives of six museums: Centre Historique Minier of Lewarde, France, the National Coal Mining Museum in the UK, Le Bois du Cazier in Belgium, Landek Park in Czech Republic and Historic Coal Mine in Poland, signed the Charter of the European Network of Coal Mining Museums. The signing of the Charter strengthens cooperation, which aims to exchange research, cultural activities, work practice, as well as cooperation in the field of tourism, marketing and communications.

4.1.7 Making holidays available to all. (maximum 200 characters)

According to "*Directions for Tourism Development until 2015*" issues addressed to disabled people, senior citizens are almost in each i.e. it is indicated that infrastructure must be adapted to disabled people. It is also very important to learn tourist professionals how to provide good services to disabled people.

In 2012, Poland applied for the competition EDEN, whose theme is "Accessible Tourism".

4.2 As key challenges may change over time, please identify any other areas that are becoming a new challenge. (maximum 600 characters)

The big challenge was organising the European Football Championships which was held in Poland and Ukraine in June-July 2012. The matches were held in four Polish stadiums and four in Ukraine. In Poland, a total of 136 projects related to the Championship were undertaken, including new stadiums in Warsaw, Gdansk and Wroclaw and one reconstructed stadium in Poznań, "back-up" stadiums in Chorzów and Kraków, other infrastructure investments (e.g. railways, highways, airports parking lots, and multi-modal city transport) and football training centres.

4.3 Please identify and describe a specific initiative, which is related to the 7 key challenges, that is innovative/ successful and which would be of interest to or of help to other Member States. (maximum 2.000 characters)

Promoting the safety of tourists:

It is worth to mention that for the 11th time Polish Tourist Organisation, the Ministry of Sport and Tourism as well as the Central Police Headquarters carried out a joint project: « [Emergency Line for Foreign Tourists](#) » From 15 May until 31 May the “Emergency Line” operated from 10.00 am until 10.00 pm. In this period the information line was operated in three languages: English, German and Russian. In the period directly preceding the UEFA EURO 2012TM tournament and during the Championships, that is from 1 June until 3 July, the “Emergency Line” operated 24 hours a day and additionally it was also possible to submit enquires in Spanish and Italian. After the Championships, the line reverted to functioning in the standard mode. From 4 July until 30 September, the operators answered calls from 10.00 am until 10.00 pm, providing information in English, German and Russian. The “Emergency Line” was advertised in the country and abroad mainly by means of leaflets and posters in 5 language versions – English, German, Russian, Spanish and Italian. It was also included in all promotional publications of the Polish Tourist Organisation, on the website of the action’s co-organisers, and on the UEFA EURO 2012TM website. The information materials in the form of leaflets were distributed abroad and in Poland by the Polish National Tourist Offices, handed out at border crossing points, railway stations and airports, as well as in the consulates and embassies of the Republic of Poland. By calling this help line tourists could assistance in emergency/crisis situations, as well as obtain information and support with regard to emergencies such as health problems, loss of documents, etc. If needed, tourist information is also provided. The service was under strict supervision of the Central Police Headquarters, which significantly precipitated in any intervention in emergency situations.

"Safe Water" is a new initiative of the Ministry of Sport and Tourism, intended primarily for children and youth, which is a valuable source of information for parents, teachers and educators, as well as for the whole water environment. The purpose of "Safe Water" is to popularize safe behaviour in the water, by the water and on the water during the summer holidays for children and teenagers. The campaign now covers schools across the country, in terms of information and education, and promotional activities are focused on the areas of water - bathing sites, campsites by the water, marinas, etc. The Ministry of Sport and Tourism carries out "Safe Water" in cooperation with the Voluntary Water Rescue Service, the Ministry of National Education and the Polish Tourist Organisation, with the support of the Ministry of Health, the Ministry of the Interior, Police Headquarters and the PTTK Centre for Water Tourism. The Ministry of Sport and Tourism for the purpose of "Safe Water" has developed a set of informational and educational materials, including a poster and a brochure. These materials have been placed on the websites of the co-organizers in a form that one can download and print for educational purposes.

In the interests of the youngest children, the Ministry of Sport and Tourism launched the **winter edition of "Safe Water"** directed at teachers, educators, river police officers, lifeguards and parents, representing a set of basic rules of safety on frozen bodies of water, in a form of a poster and 4-page flyer. Educational and informational materials were a teaching aid in school classes on the risks associated with being on frozen rivers, ponds and lakes.

The campaign was to cover schools throughout the country and reduce the number of accidents among children and young people during the winter holiday on the water areas.

The Ministry of Sport and Tourism carried out the winter edition of "Safe Water" in cooperation with the Voluntary Water Rescue Service, the Ministry of Education, the Ministry of the Interior and the Ministry of Health, with the support of the Police Headquarters, PTTK Centre for Water Tourism and the Polish Tourist Organisation.

The winter edition of "Safe Water" involved printing of 16,000 posters/leaflets that were distributed through the National Police Headquarters, Voluntary Water Rescue Service and the PTTK Centre for Water Tourism.

The campaign **"Safe Slope" was aimed** at educating children and youth on issues of safety on ski slopes. The campaign run a cycle of activities for primary school children in Małopolskie Voivodeship, popularising rules of safe behaviour on ski slopes and proper preparation for winter sports. The course conducted by the Voluntary Mountain Rescue Lifeguards was an additional element of the "Safe Slope" and took place in accordance with the scenario prepared by the Association of Polish Ski and Tourist Stations. The classes were attended by a total of 2000 students.

In 2012, the Ministry of Sport and Tourism signed an agreement with the Association of Polish Ski and Tourist Stations (APSTS) covering: preparation of applications for smartphones enabling download of application from www.skiraport.pl and the execution of the Code of Skiing for children, as part of the campaign Safe Slope. In December 2012, the implementation and application of the Code have been completed. Application is available on the PTO and APSTS websites, and Code of Skiing for children will be available at the website of each ski resort belonging to APSTS and on the "Safe Slope" campaign website.

Activities in the area of promotion:

Polish Tourist Organisation in 2012 signed a contract with CNN for broadcast of the spot ["Poland - Feel Invited"](#) and for billboard advertising. 44% of broadcasts were in PRIME TIME! The campaign run from 15 October to 9 December 2012. It took into account the period of time of the presidential elections in the U.S., when there is an increased interest in public information channels including that of CNN.

The campaign "Poles 2012. We are all hosts".

In connection with the implementation of the socio-educational campaign "Poles 2012. We

are all hosts ", coordinated by the Office of the Prime Minister, the National Cultural Centre has entrusted the creation of artistic creation of the campaign, which included graphic design, banners, grids, outdoor, tables, BTL materials posted on many fields of use (media partners, Internet, TV) for the CAM MEDIA company. The project partners were: the Office of the Prime Minister, the Ministry of Sport and Tourism, the Ministry of Transport, Construction and Maritime Economy, PL.2012. In addition, NCC commissioned the implementation of the exhibition under the name "Euro 2012 - see how Poland has changed". The Palace of Culture and Science in Warsaw held a professional large-format installation measuring 20x10 meters, showing the scale of changes in investments that have taken place in connection with the organization of EURO 2012 European Championship. The project partners were: The Ministry of Sport and Tourism, the City of Warsaw, the Polish Tourist Organisation, PL.2012.

Competition "Poland Grows Beautiful - 7 Wonders of the European Funds"

[The Ministry of Regional Development](#) is organizing a competition "Poland Grows Beautiful - 7 Wonders of the European Funds". It rewards outstanding projects co-financed by European Funds in the area of tourism, culture and recreation. The competition promotes projects that affect the development of Poland and show the positive effects of EU subsidies.

Prizes are awarded in seven categories:

- • Revitalization (urban, industrial and military areas, usable space)
- Monument
- Promotion item (publishing, website, advertising campaign)
- Active Tourism (cycle lanes, waterways, hiking trails, recreation parks, sports and recreation facilities)
- • Cross-border and international tourism
- Child-friendly places (theme parks, children playgrounds, children's recreation complexes, etc.).

Interest in the competition is growing. This is due to not only the increasing number of projects, but also the brand and the prestige of the competition. To date, 35 winners were selected from among 108 nominated projects. There were also eight special awards. For two years the competition also has its online edition in which Internet users choose their winners.

The prize in the contest "Poland Grows Beautiful - 7 Wonders of the European Funds" is a statue and a specially designed plaque. In addition, all the nominees and winners are covered by the promotional activities in the form of films, radio programmes, press campaigns and publications.

The previous winners included projects that had a significant impact on the development of

the Polish tourism both in Poland and abroad. One has to mention Święta Lipka music nights, during which one can enjoy the sound of the refurbished organ and the Kraków Airport Cultural Park, which amazes aviation enthusiasts with its exhibits. In 2012, the winners of the fifth edition of the competition were:

In the category "Revitalization"

- The project "Revitalization of the Warta East Boulevard in Gorzów Wielkopolski through the adaptation of the technical infrastructure for the cultural, recreational and tourism purposes " - Beneficiary: City of Gorzów Wielkopolski

In the category "Monument"

- Project "Dying Monument - Rescuing Sanctuary in Święta Lipka" - Beneficiary: Monastic Home of the Society of Jesus in Święta Lipka.

In the category " Promotional item"

- Project: "The campaign for promotion of Suwałki Region as one of the Podlaskie Voivodeship tourism brands" - Suwałki Agro-Tourist Chamber and its partners.

In the category "Tourist attraction"

- Project "Construction of in Kraków Airport Cultural Park, including the main building of the Polish Aviation Museum" - Beneficiary: Polish Aviation Museum in Kraków.

In the category "Active Tourism"

- Project: "Building cross-country skiing routes at the summit parts of Magurka Wilkowicka" - Beneficiary: Gmina of Wilkowice Project Leader with a partner

In the category "Cross-border and international tourism"

- Project: "Via Fabrilis - trail of craft traditions" - Beneficiary: Museum of Ceramics in Bolesławiec with a partner

Category: " Children friendly place"

- Project: "Construction of a tourist attraction and an educational path in the site of paleontological discoveries (Jura Park) in Krasiejów" - Beneficiary: Delta Society.

Special mention:

- The campaign "Move Your Imagination" promoting Polish tourism in Germany during the International Tourism Fair ITB Berlin 2011"- Beneficiary: Polish Tourist Organisation

5. MECHANISMS FOR IMPLEMENTATION

Three mechanisms for implementing the Agenda were identified in the “Agenda”: sustainable destinations, sustainable businesses and responsible tourists.

5.1 Sustainable destinations: What support is given to strengthen destination management at the regional/ destination level (supportive policy environment, knowledge networks, training programmes, establishment of measures/indicators for benchmarking, etc.)? (maximum 600 characters)

The *Directions for Tourism Development until 2015* recommend measures for sustainable regional development. The actions were focused on:

- shaping the tourist area in accordance with the principles of environmental protection.
- increasing the possibility to absorb tourists on areas attractive in terms of tourism by means of renovating ,
- rebuilding and developing relevant infrastructure,
- increasing the communication availability of tourism regions.

5.2 Sustainable businesses: What support is given to strengthen the sustainability and competitiveness of businesses (supportive policy environment, orientation of business support services to sustainability, training, financial incentives, etc.)? (maximum 600 characters)

In order to strengthen the sustainability and competitiveness of businesses the *Directions for Tourism Development until 2015* recommended the following measures:

- creating innovative and competitive products which meet the requirements of sustainable development,
- stimulating cooperation between numerous entities – at the interregional level as well – for integrating the tourist offer,
- supporting the types of tourism with the highest chances for development as a result of market conditions and their own assets
- implementing and promoting modern solutions supporting quality.

The basis for the implementation of tasks included in this priority is constant monitoring of the needs of recipients, market trends, the competitive position assessment and adjusting an offer to changing conditions,

5.3 Responsible tourists: What support is given to promote responsible choices by tourists (e.g. sustainability in education, national marketing and media campaigns, promotion of certification schemes)? (maximum 600 characters)

In order to promote responsible choices by tourists the *Directions for Tourism Development until 2015* recommend action aiming at education of recipients of tourist services in order to increase their awareness of choosing pro-ecological tourist products.

6. DATA AND INDICATORS

Eurostat will provide, as an annex, the key statistical data required to support the reporting process covering around 20 indicators². These are mainly related to the aim of ‘economic prosperity’. Please, identify indicators that are being used or developed which could add to the range of information being provided by Eurostat, particularly in relation to social and environmental issues (other indicators from the TSG report, visitors/ residents satisfaction, etc.). (maximum 500 characters)

7. COMPLEMENTARY ADDITIONAL INFORMATION

If necessary use the following box to provide additional complementary information that has not already been covered.

Information about tourism in Poland are available on the following websites:

- Ministry of Sport and Tourism www.msport.gov.pl
- Institute of Tourism www.intur.com.pl
- Polish Tourist Organisation www.pot.gov.pl
- Central Statistical Office www.stat.gov.pl
- Poland’s Official Travel Website www.poland.travel/en

² These indicators have been selected from the 50 TSG indicators on the basis of the possibility to calculate them at the European level.