

ANNUAL TOURISM REPORTING

POLAND 2011

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.

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.

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

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 2011 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 2011. 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 2011 the Ministry of Sport and Tourism co-operates 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 cooperates 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)

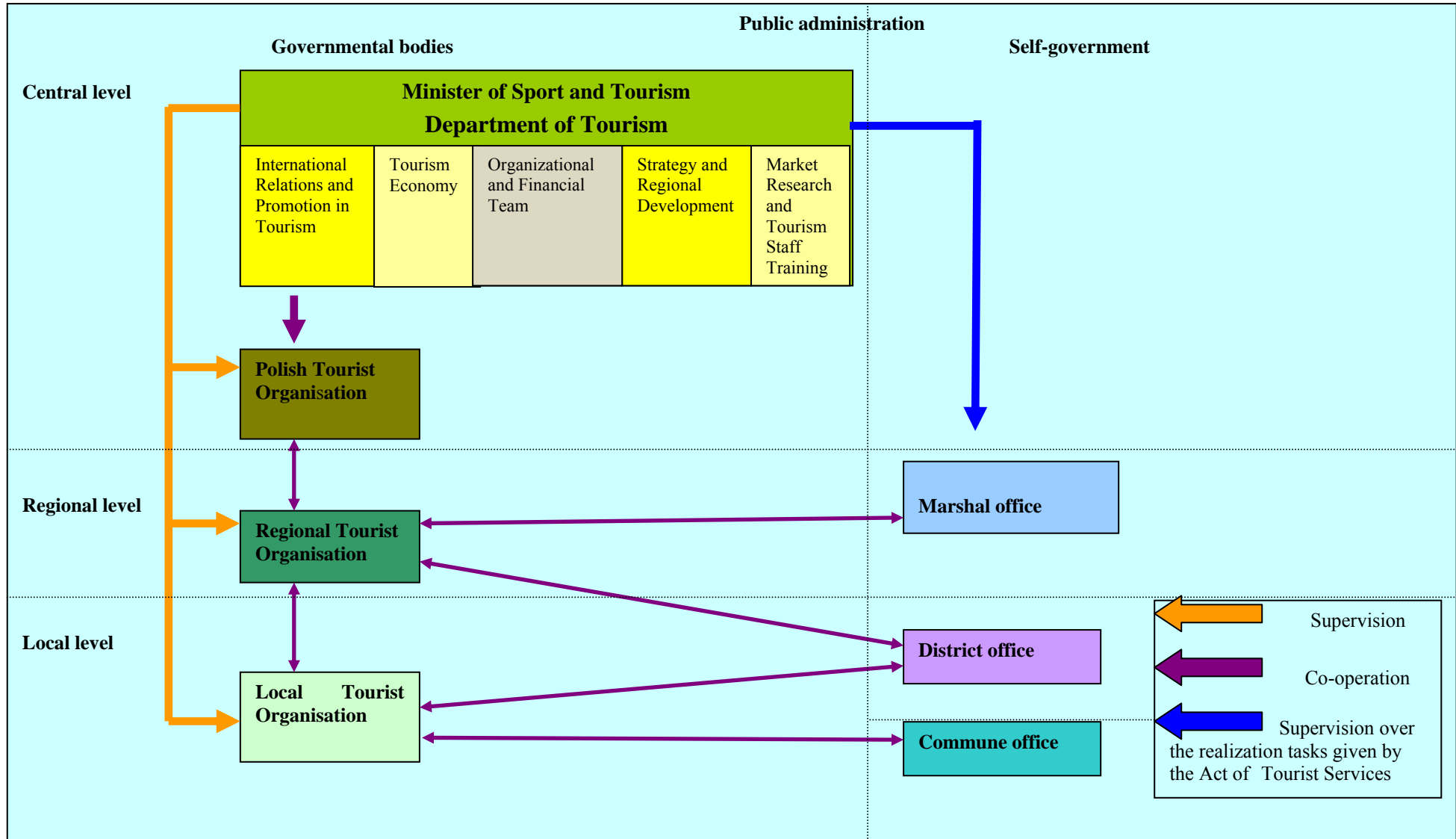
Ministry of Sport and Tourism co-operates with:

- associations of business companies (including in particular Polish Chamber of Tourism, Chamber of Tourism of the Republic of Poland, 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, 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 gmina 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 5,3% in 2010.
- The expenditures of foreigners in Poland were estimated at 28,9 bn PLN in 2010.
- The expenditures of Polish residents in Poland were estimated at 21,1 bn PLN, expenditures of Polish residents abroad – 10,2 bn PLN, expenditures on business trips – 10,8 bn PLN and public expenditures on tourism - 3,2 bn PLN.
- Total tourism economy was estimated in 2010 at 74,2 bn PLN.
- In 2010, the budget of National Tourism Administration amounted to 46 635 000 PLN. This budget included the budget of the National Tourism Organization, which was 37 675 000 PLN

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 2011 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 shaping 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 2011 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 2011 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 2011.

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 2012 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 2011 Polish Parliament accepted significant amendments in the Act on Tourism Services of 29 August 1997. These amendment involved necessity of issue new executive regulation.

As a result of it in 2011 the main specific tourism regulation were:

- 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 999 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*).

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. In 2011 Poland signed declaration of participation in the project of exchange of 50 000 tourists between Europe and South America. On 16 December 2011 in Warsaw the Ministry of Sport and Tourism organised an international conference on the project. The aim of the conference was to present the project, together with its key assumptions and expected results, to the tourist industry.

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

In Poland 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 2011 Report on the implementation of Maritime Policy of Poland in 2010 was prepared.

In 2011 the 4th Baltic Sea Tourism Forum "Tourism linking Baltic Countries" was organised.

In 2011 *National Road Construction Programme 2008-2012* was realised. All investments in road building (motorways, ring roads) increased tourism accessibility.

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.

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)

Ministry of the Environment through its input into national policies, fosters the environment both domestically and globally, and ensures the long-term, sustainable national development with respect of natural heritage and human rights to meet the needs of both the present and the future generations.

In 2011 central celebration of the *Earth Day held in Warsaw* under patronage of Minister of the Environment, Minister of National Education, Minister of Sport and Tourism, and the Voivode (i.e. Governor) of the (Warsaw) Mazovia Province.

In 2011 the [Global Network Bureau](#) has recognised the territory of Muskau Arch Geopark (Łuk Mużakowa) as a member of the European and Global Networks for duration of four years (2011-2015).

In 2011 The “[Geology in pictures](#)” (Geologia w obiektywie) competition was organized by the Museum of the Earth in Warsaw operating within the structures of the Polish Academy of Sciences and was open for all nature photography enthusiasts and the lovers of inanimate nature. The aim of the competition was to direct attention to the universal presence of geology in various spheres of life. One of the category was geotourism.

The State Forests National Forest Holding is an organization protecting, utilizing, and shaping Poland’s forests. They also take part in sustainable management of resources and wastes. They prepared special tourism offer for organized group to ensure on one hand sustainable use of forests and on the other hand to deliver to tourists interesting attractions. Tourists who are willing to rest in national forests can use tourism routes (bicycle, pedestrian, horse), campsites, parking, shelters and very good tourism 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 coordinates cooperation in the field of culture in Poland. In 2011 Ministry took many actions which promoted Polish culture and at the same time also tourism. These events (e.g. concerts, exhibitions, performances)were organised especially abroad. Special website www.culture.pl also exist which is prepared in 5 languages (Polish, English, French, German, Spain) and is coordinated by Adam Mickiewicz Institute www.iam.pl/en/site.

In 2011 [The National Heritage Board of Poland](#) was created. This state agency that gathers and disseminates information on heritage, sets standards for its protection and conservation, and aims to raise the social awareness on cultural heritage of Poland in order to save it for future generations in accordance with the strategy for sustainable development.

In 2011 [The National Institute of Museology and Collections Protection](#) was created. The mission of this Institute is to create development and innovation in the area of management of museums and public collections in Poland.

In 2011 Poland held the Presidency in the Council of the European Union. [The cultural](#)

[programme](#) was an integral part of the programme of Polish Presidency. The Ministry of Culture and National Heritage, responsible for coordination of cultural programme of Polish Presidency, has designated two institutions for preparation and conducting the task. [The National Audiovisual Institute](#) was responsible for the concept and execution of the National Cultural Programme of Polish Presidency 2011. [The Adam Mickiewicz Institute](#), involved in promoting Polish culture abroad for many years, developed and carried out the Foreign Cultural Programme of Polish Presidency 2011.

The National Cultural Programme of Polish Presidency 2011 consisted of special projects initiated by the National Audiovisual Institute in cities hosting high level meeting: Cracow, Poznan, Sopot, Warsaw, Wrocław – and additionally in Lublin, Bialystok, Katowice and Krasnogruda. Projects were executed in cooperation with local organizations, NGOs and numerous European partners.

The Foreign Cultural Programme of Polish Presidency 2011, named I, CULTURE, was the biggest Adam Mickiewicz Institute's programme of promoting Polish culture abroad ever. The aim of the Programme was to present Poland as a creative basin of Europe – a modern and unique country with rich and creative contemporary culture.

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.

Within the projects of extension of Polish portal www.culture.pl were created new portal: www.kulturaviva.pl dedicated for people aged 50+. New portal for kids was also created www.kidsculture.pl which is a part of portal www.culture.pl aimed at the youngest.

Poland participated also in European Senior Travellers project developed within the frameworks of Calypso Preparatory Action. The project aims to develop social tourism in Europe and aims to combat seasonality, strengthen the notion of European citizenship and to promote regional development besides facilitating the development of specific local economies.

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

A new challenges in 2011 were participation in European Senior Travellers project, “50 000 initiative” and Polish Presidency. The big challenge was also preparation to [The European Football Championships](#) which will be held in Poland and Ukraine in June-July 2012. The matches will be held in four Polish stadiums and four in Ukraine. In Poland, a total of 136 projects related to the Championship have been 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)

It is worth to mention that for the 10th time Polish Tourist Organisation, the Ministry of Sport and Tourism as well as the the Central Police Headquarters carried out a joint project: [‘Emergency telephone numbers for foreign tourists who are visiting Poland’](#). The special telephone lines were available during peak tourist season, i.e. from 1 June until 30 September 2011, from 10 am - 10 pm. By calling this help line tourists could receive (in English, German and Russian) 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.

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.

APPENDIX

Principles of sustainable tourism:

- **Taking a holistic and integrated approach**

All the various impacts of tourism should be taken into account in its planning and development. Furthermore, tourism should be well balanced and integrated with a whole range of activities that affect society and the environment.

- **Planning for the long term**

Sustainable development is about taking care of the needs of future generations as well as our own. Long term planning requires the ability to sustain actions over time.

- **Achieving an appropriate pace and rhythm of development**

The level, pace and shape of development should reflect and respect the character, resources and needs of host communities and destinations.

- **Involving all stakeholders**

A sustainable approach requires widespread and committed participation in decision making and practical implementation by all those implicated in the outcome.

- **Using best available knowledge**

Policies and actions should be informed by the latest and best knowledge available. Information on tourism trends and impacts, and skills and experience, should be shared across Europe.

- **Minimising and managing risk – the precautionary principle**

Where there is uncertainty about outcomes, there should be full evaluation and preventative action should be taken to avoid damage to the environment or society.

- **Reflecting impacts in costs – user and polluter pays**

Prices should reflect the real costs to society of consumption and production activities. This has implications not simply for pollution but for charging for the use of facilities that have significant management costs attached to them.

- **Setting and respecting limits, where appropriate**

The carrying capacity of individual sites and wider areas should be recognised, with a readiness and ability to limit, where and when appropriate, the amount of tourism development and volume of tourist flows.

- **Undertaking continuous monitoring**

Sustainability is all about understanding impacts and being alert to them all the time, so that the necessary changes and improvements can be made.