

DRAFT ANNUAL TOURISM REPORTING TEMPLATE
POLAND 2008

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.

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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 2008 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 tourist 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 2008. Tourism related issues were handled by Tourism Department .

The promotion of tourism in Poland was conducted:

- At the central level by the Polish Tourist Organisation (PTO).
- At 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 government units;
- 2) businessmen organisations in tourism, including trade and professional bodies, as well as associations operating in this field;
- 3) Polish representations abroad (14 representations) - in the scope of tasks performed abroad.

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PTO receives basic funding from the Minister of Sport and Tourism, the business organisations operating in tourism, local government branches and others.

Link: <http://pot.gov.pl>.

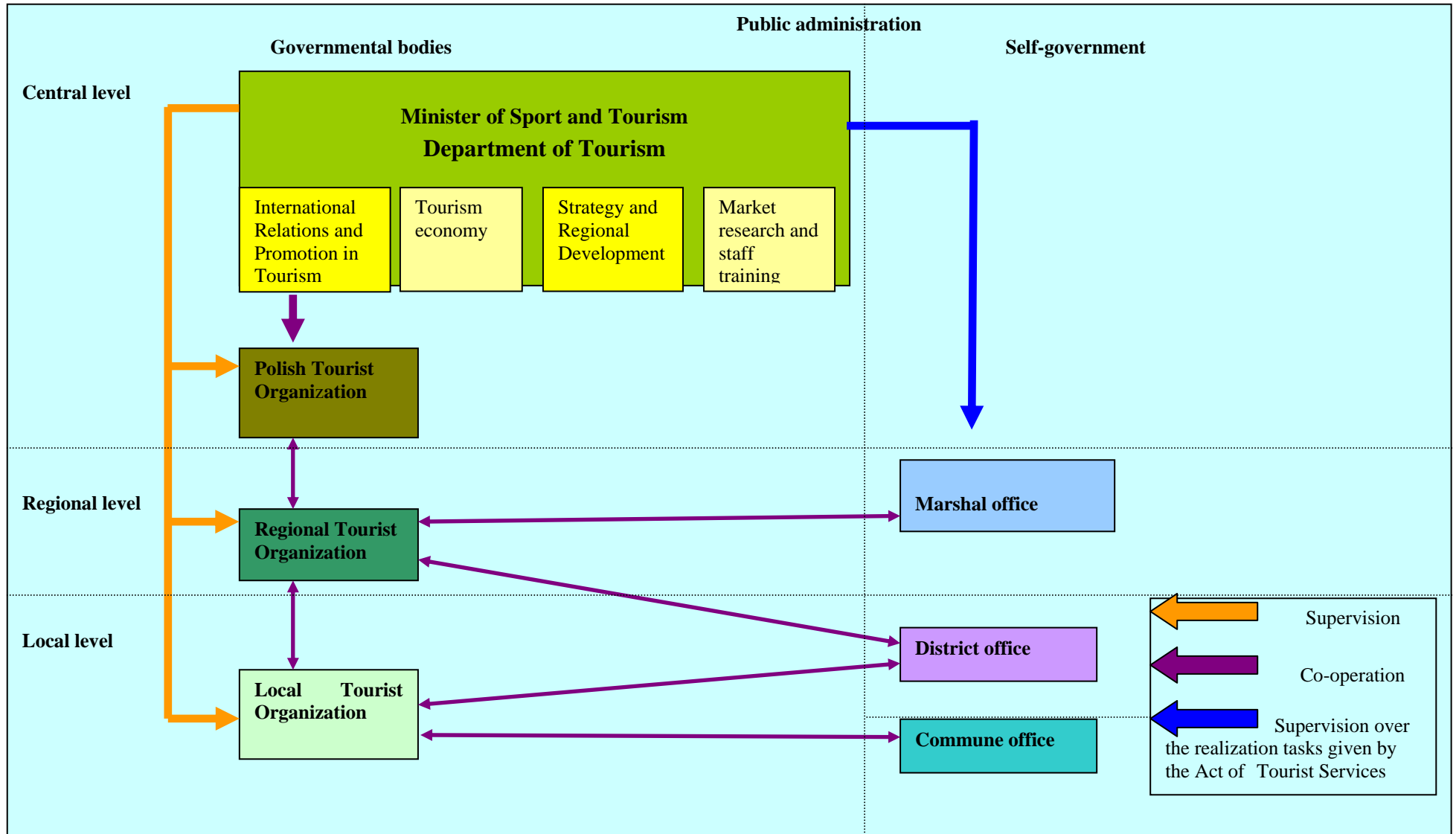
Regional and Local Tourist Organisations are, by definition, autonomous bodies involved in tourism promotion and development. The relations between them and the Polish Tourist Organisation will be based exclusively on the principle of equal rights partnership.

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.

2.4 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.

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



National level:

Tasks of Minister of Sport and Tourism as “*minister in charge of tourism*”, include in particular:

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 tourist 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 2008 no significant changes in tourism management at the regional level were made in competencies of the regional governmental administration and local and regional self – government in the tourism areas. The voivod (a Palatine) was a representative of the government in voivodships (Palatinate regions). Especially he was responsible for an implementation of the Government policy on the area of voivodship, and in particular adjusts detailed policy objectives to local conditions and controls implementation of arising task.

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 of 29 August 1997 *on tourist services*, especially for:

1. *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. issuing of rights to tourist guides and couriers;
4. issuing of authorisation for training organisation for tourist guides and couriers;
5. control of couriers and tourist guides;
6. a classification of hotel objects into particular kinds and categories, control of hotel objects;
7. conducting of the register of hotel objects;
8. appointing of examination commissions, verifying knowledge of foreign languages by tourist guides and couriers.

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 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 gmina include fulfilling of collective needs of a community. There are so called “*own*” tasks of a gmina, to which belong such matters like for example: infrastructure development, ensuring of safety, or environmental matters.

The second function of a gmina is performance of tasks ordered in the framework of

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governmental administration (so called *commissioned tasks*). Gminas receive financial means from the state budget for their implementation. The act on tourist services gave to gminas an implementation of following tasks in the framework of governmental administration:

1. running of camp sites register, and so called – other objects, where hotel services are performed;
2. a right of control of objects, in which hotel services are carried ;
3. informing of organs conducting registers of hotel objects on infringements noticed;
4. giving an order of suspension of services performance in hotel objects, camps sites, and private apartments by the time of infringements removal.

Rights mentioned above give to organs of gmina 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)

No figures are available about the tourism budget as a percentage of overall government spending due to the decentralized competences. The share of tourism economy in GDP in 2008 was 6%. The expenditures of foreigners in Poland in 2008 were estimated at 23,5 mld PLN, expenditures of Polish residents in Poland were estimated at 23,9 mld PLN, expenditures of Polish residents abroad - 9,2% mld PLN, expenditures on business trips - 16,4 mld PLN and public expenditures on tourism - 3,1 mld PLN. Total tourism economy was estimated at 76,1 mld PLN. In 2008 tourism export achieved 23,5 mld PLN, which was 4,7 % of total polish export. In 2008, the budget of National Tourism Administration was 5 447 000 PLN This budget includes the budget of the National Tourism Organisation which was 39 966 000 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

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in the Agenda. In preparing the tourism strategy, explain how consideration has been given to the 9 principles set out in the Agenda (para 2.3 p5) and given in the appendix. (maximum 1.000 characters)

On September 26, 2008 Polish Government accepted *Directions for Tourism Development until 2015*. *Directions...* is a highly comprehensive document, which can be observed both in its structure and its content. Its main modules include:

- 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 changing conditions. It means that the presented document shall be treated as an opening of the strategic process and entering the path of systemic management of the tourism development in the long run.

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

Draft „*Directions.....*” considers the results of numerous consultations made with the representatives of widely understood tourist environment (app. 800 persons participated in the consultations), including: in wide area; with 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 Organizations.

Draft document has been also evaluated in terms of environmental impact assessment (prognosis), made by the Institute for Eco-development. In the course of works, many

recommendations have been prepared, which were then included in the document. Moreover, it was stated that many positive components of the “*Directions...*” creates an actual opportunity to support environmental protection and principles for sustainable development

Directions for Tourism Development until 2015 will be 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. It is planned that as of 2009 the tasks concerning the implementation of *Directions...* as well as financial expenditure will be recommended annually to competent ministers by the Interministerial Team will be financed by the Minister Competent for Tourism and other Ministers within the resources provided for in the Budget Act for a given year.
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 realisation of objectives provided for in *Directions...*, along with their becoming part of the realisation of the Polish Government’s objectives, will be possible after reaching the level of selected macroeconomic indicators, such as the tourism economy contribution to creating GDP, the participations of the Poles in tourist trips and the increase in the number of foreign tourists and visitors coming to our country.

Furthermore, in order to monitor the effects of the tasks implemented by the Interministerial Team, the President of the Interministerial Team (Minister Competent for Tourism) will prepare an annual report of the Team’s operations and then submit it to the Council of

Ministers.

The Minister Competent for Tourism will also prepare the following reports on the condition of tourism economy:

- in 2012 on the condition of tourism economy in 2007–2011
- in 2016 on the condition of economy in 2012–2015.

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

In the year 2008 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 Finance of 17 February 2005 on insurance for customers in relation to activity performed by tourism organizers and tourism retailer tourist (Journal of Laws No. 32, item 281)
- regulation of the Minister of Finance of February 2005 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. 32, item 279).
- regulation of the Minister of Economy of 28 June 2004, on the fees related to classifying a hotel facility(the unified text Journal of Laws 2006 No. 22, item 169),
- regulation of the Minister of Economy of 17 January 2006 on the tourist guides and tour leaders (Journal of Laws No. 15, item 104),
- regulation of the Minister of Economy and Labour of 19 August 2004 on hotel facilities and other facilities where hotel services are provided (the unified text Journal of Laws 2006 No.22, item 169).
- regulation of the Minister of Economy of 28 June 2001 on the fees related to classifying a hotel facility (the unified text Journal of Laws of 2006, No. 30 item 214).
- regulation of the Minister of Economy of 20 October 2006 on announcement of a list

of persons from among whom voivodship marshals appoint examination commission members for foreign language exams for tourist guides and tour leaders (Polish Official Gazette *Monitor Polski* No. 87, item 906).

2) The Law of 25 June 1999 on the **Polish Tourist Organization** 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 Organization (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 Economy, Labour and Social Policy of 27.4.2004 on adaptation period and aptitude test carried out in the course of proceedings for recognition of tourist guide qualifications acquired in the EU member states;
- regulation of the Minister of Economy, Labour and Social Policy of 5.2.2004 on the conditions, method and mode of serving the adaptation period and conducting the aptitude test in course of proceedings for recognition of qualifications to take up or perform tour leader activities, obtained in the European Union member states.

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.

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- 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 *Directions for Tourism Development until 2015* there is aim *I.4 Enterprise development*. According to this aim Poland will put emphasis on supporting creation of innovative products which reduce the seasonality of demand.

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

Ministry of Infrastructure (MI) is responsible for infrastructure development in Poland. In 2008 *National Road Construction Programme 2008-2012* was prepared. All investments in road building (motorways, ring roads) will increase tourism accessibility. Budget of this Programme is estimated at 260 000 000 EUR.

In Poland also Polish Railways take initiatives which influence tourism.

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PKP Intercity S.A (it renders its services in the highest segment of passenger transport in Poland – qualified trains) cooperates with Polish Tourism Organisation (PTO). This cooperation include e.g. participation in tourism fair (ITB Berlin), information about PTO is put on the timetable prepared by PKP Intercity.

In the years 2007-2008 the special campaign “*The track is heading to Poland!*” prepared by PKP Intercity S.A. existed. PKP has created a website for passengers, thanks to which everyone was able to explore Poland anew. It contained a lot of information that was beneficial for sightseers, along with opportunities of discovering interesting places and searching accommodation offers. Every month, another Polish town or region was visited; hence, every month there was the occasion to taste characteristic cuisine to the given region! This website enabled all interested people to participate in a photographic contest ‘*Show us your Poland*’ and win attractive awards.

On the PKP Intercity S.A. website www.intercity.pl there is also hotel search engine which help travelers find right hotel.

PKP Intercity S.A. publish also magazine “*On the Journey*” which contains also information about tourism in Poland.

PKP S.A. (Polish State Railways) is responsible for railway infrastructure. They prepare car parks near the railway stations to encourage passengers to leave cars and get to destination by train. The aim of this system is to reduce traffic on the driveways to tourist attractions.

PKP Przewozy Regionalne (Regional Railways) try to encourage tourist to use railway to travel across Poland by selling tourist special price tickets.

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

In *Directions for Tourism Development until 2015* there is aim *II.1 Preparing tourism personnel*. It is focus on raising qualification of managerial staff and improving skills of tourism personnel. Special pressure will be put on improving the quality of jobs in travel agencies, hotels and restaurants. Poland would also like to create the Center of training and improving tourism staff.

Minister of Labour and Social Policy monitor deficient and surplus trades. Last report show that in 30 deficient trades there are: chambermaid (1 385) and receptionist (1 292). In the same report surplus trades also occur: cook (9 357) and small gastronomy cook (5 152).

Ministry of National Education in cooperation with Ministry of Sport and Tourism and Ministry of Infrastructure decided to create new trade: tourism marine technician. In Education Classification of Occupations this trade occurs. The aim of this occupation is to provide qualified service in marine tourism i.a. marine fishing. Ministry of National Education participate also in different projects which indirectly influence tourism e.g. The Baltic Sea Project, The Great Volga River Route GVRR.

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

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

1. Diversification into 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)

Minister of Environment (ME) prepared protection plan for National Park “*Bory Tucholskie*”. ME coordinates also preparation of such plans for other parks. This document indicate which parts of the protection areas can be used as tourist attraction and how many people can visit it in the same moment. Special regulations are prepared by directors of each park.

Ministry of Environment takes also actions to improve knowledge about Natura 2000 network. In cooperation with newspaper “*Dziennik Polska Europa Świat*” small brochure was enclosed to it. Chosen areas of Natura 2000 were described and promoted there. In

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cooperation with Polish Radio in the program “*Summer with the Radio*” areas of Natura 2000 were presented. There were also a lot of competitions and information about these areas: how to protect them and how to use them in harmony with sustainable rules.

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 prepare special tourism offer for organized group to ensure on one hand sustainable use of forests and on the other hand to deliver to tourist interesting attractions. Tourist who 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 would like to use cultural heritage to encourage tourists to visit Poland. In aim *1.5 Development of main types of tourism in Poland* - cultural tourism is indicated as one of the main type of tourism.

The Ministry of Culture and National Heritage coordinates cooperation in the field of culture in Poland. Ministry takes many actions which promote Polish culture and at the same time also tourism e.g. concerts, exhibitions, performances. These events were organised especially abroad. Special website www.culture.pl also exist which is prepared in 5 languages (Polish, English, French, German, Spain) and is coordinate by Adam Mickiewicz Institute <http://www.iam.pl/en/site>.

Adam Mickiewicz Institute is a government cultural institution which aims to popularise Polish culture around the world and cooperate on cultural projects with other countries. One of the most interesting project last year was *The Polish Year in Israel*. The Polish Year in Israel is a joint venture launched by the Ministry of Culture and National Heritage and the Ministry of Foreign Affairs. Starting from the spring of 2008 through the spring of 2009, there will be presented various projects connected with different aspects of culture, science as well as tourism and economy. The main objective of *the Polish Year in Israel* is to bring together Polish and Israeli societies by strengthening cultural and economic contacts as well as contacts on a tourist and scientific level. Moreover, the venture is aimed at starting long-term

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cooperation between the institutions of both countries. Another important goal set by the project's managers is reaching the public who have not been interested in Polish culture so far or associated Poland only with the dramatic events of the Holocaust. With a view to change this attitude, the Institute has invited Israeli managers of culture and journalists. During such visits they could learn that Poland is considered to be an important member of the European Union as a dynamic country with a huge potential in education, tourism, science and technology. Moreover, the country can offer many possibilities in terms of a modern culture which is deeply rooted in a national, multicultural tradition with Polish-Israeli relations as its integral part.

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 in tourism staff training to learn how to provide good services to disabled people.

Polish Country Lovers` Society (PTTK) begin a project *Tourism for all 2008*. The goal of the project is to popularize the active way of spending free time through tourism and touring among disabled people. The project covered the creation of a data base with tourist objects available to disabled people. Project considered cataloguing and verification of objects' data gathered with the use of interviews performed directly in the facilities.

All these objects can be found on a web page www.turystykadlawszystkich.pl. The goal of this web page was to create a complex and reliable data base of tourist objects available for disabled people in Poland.

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 challenge in 2008 was a global crisis. In Poland tourism is very important part of economy. Poland has estimated of the situation of tourism in 2008 but still we don't have full details. On the beginning of 2009 in Ministry of Sport and Tourism the crisis group for tourism was founded. Its aim is to create a platform for communication for national, regional and local administration, tourism branch and other interested bodies. The group will monitor the situation on tourism market and to put forward proposals of actions. Department of Tourism gather also information about actions taken in other countries in order to transfer

good practices.

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)

In 2008 a campaign “*Earn your money on tourism*” was a social campaign dedicated to all society but especially to all of those who wish to start their business in tourism. In Warsaw there were 130 billboards, in metro passengers could watch over 400 animations, a special internet service was activated www.zarabiajnaturystyce.pl. There were information about tourism business – rules, laws, handbooks and many other important things. A part of these campaign was a promotion of Polish tourism in CNN International. During 12 weeks publicities were showed. CNN prepared films about Poland “*Eye on Poland*”.

It was the 7th time that the Polish Tourist Organisation, the Ministry of Sport and Tourism as well as the the Central Police Headquarters have 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 7 June until 30 September 2008, from 10 am - 10 pm. By calling these emergency telephone numbers, tourists can 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 is under strict supervision of the Central Police Headquarters, which significantly precipitates 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 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

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)

The *Directions for Tourism Development until 2015* recommended the following measures: 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,

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)

The *Directions for Tourism Development until 2015* indicate that one of 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.

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’.

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

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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 Organization www.pot.gov.pl
- Central Statistical Office www.stat.gov.pl
- Poland's Official Travel Website www.poland.travel/en

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.