

The challenges of post – pandemic tourism development. Case of Krakow



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RERUM COGNOSCERE CAUSAS ET VALOREM

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Tourism in Krakow: heritage

- UNESCO World Heritage Site since 1978
- 13 more UNESCO WHS in the near vicinity
- 2 Monuments of History
- 3 Cultural Parks
- 1251 registered monuments
- 5200 more protected monuments



Tourism in Krakow: heritage industry

- C. 50 museums (public and private) with c. 4 mln visitors every year
- C. 9 mln visitors in 2020 and c. 14 mln visitors in 2019
- C. 0,75 mln foreign visitors in 2020 and 3,3 mln foreign visitors in 2019
- C. 8,5 mln visitors at the Krakow airport in 2019 and c. 3,5 mln visitors in 2021



Tourism in Krakow: city of culture

- 80 different festivals (music, literature, film) with 2 mln participants audience
- City UNESCO of Literature
- Important religious and pilgrimage centre for Christians and Jews

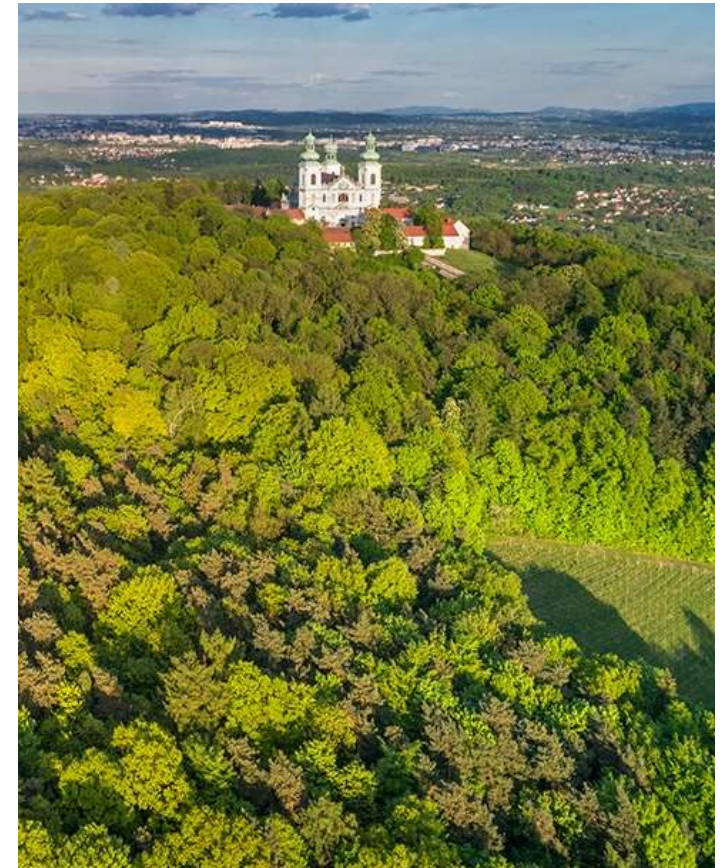


Tourism in Krakow: green city

- C. 36 % of the city area is covered with trees
- C. 20% of the city area is covered with meadows
- C. 207 m² of green areas for one citizen

Threats

- Poorly controlled urbanisation and suburbanisation
- Fast and poorly regulated development with c. 11K flats constructed every year



overtourism - unbalanced tourism

The Problem of Short-term Rental in the Historical City of Krakow



mockup for tourists

Tourist Disneyland

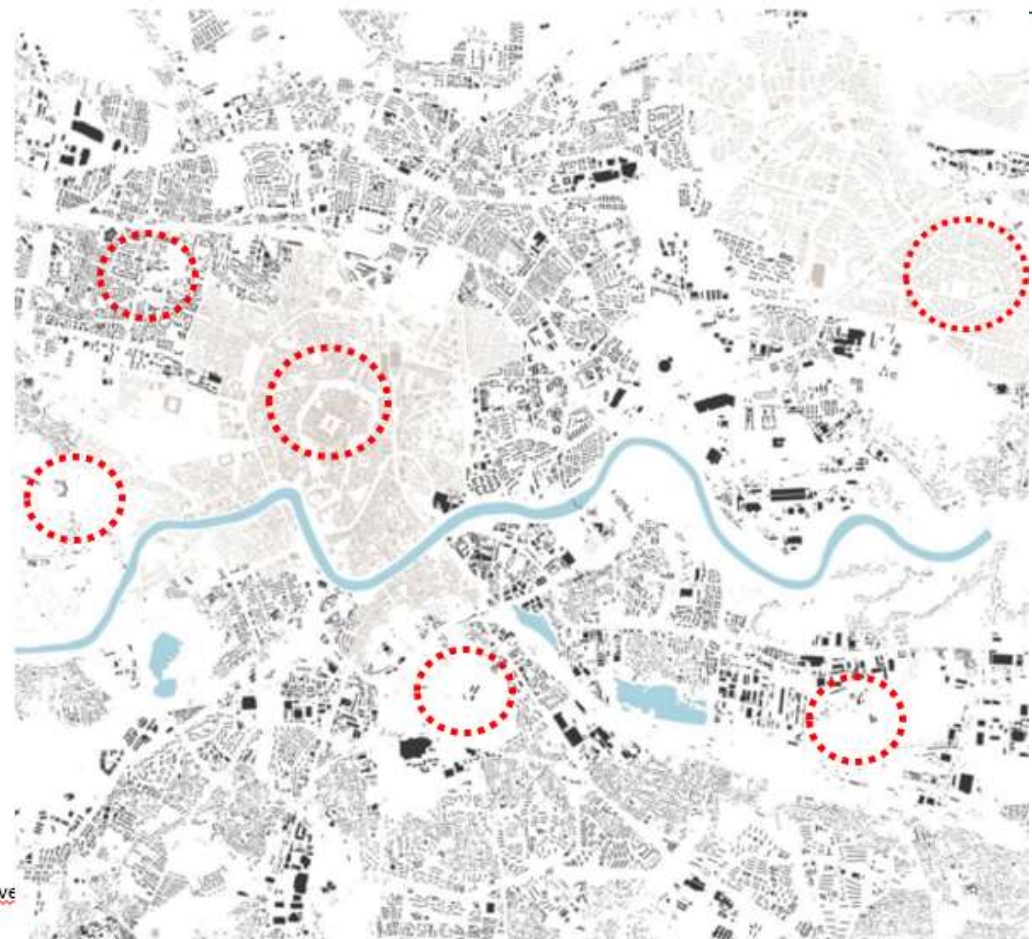


Krakow is the vodka drinking capital
American Airlines ad



strategy for increasing the number of visitors in cities

- Promote the distraction of visitors in and out of the city.
 - Promote the distraction of visitors over time.
 - Stimulate new sightseeing routes and attractions.
 - Review and adjust the regulations.
 - Improve user segmentation.
 - Provide community benefits from tourism.
- Create ways to experience the city that will benefit both residents and visitors.
 - Improve city infrastructure.
- Communicate with and engage with local stakeholders.
 - Communicate with and engage your visitors.
 - Establish monitoring and response measures.



Source: [World Tourism Organization \(UNWTO\)](#); [Centre of Expertise Leisure, Tourism & Hospitality](#); [NHTV Breda University of Applied Sciences](#) i [NHL Stenden University of Applied Sciences](#), „[‘Overtourism’? — Understanding and Managing Urban Tourism Growth beyond Perceptions](#), Executive Summary”, [UNWTO](#), Madrid, 2018, p. 8–9]

A ghost city. Krakow during pandemia

Main Railway Station



Main Square



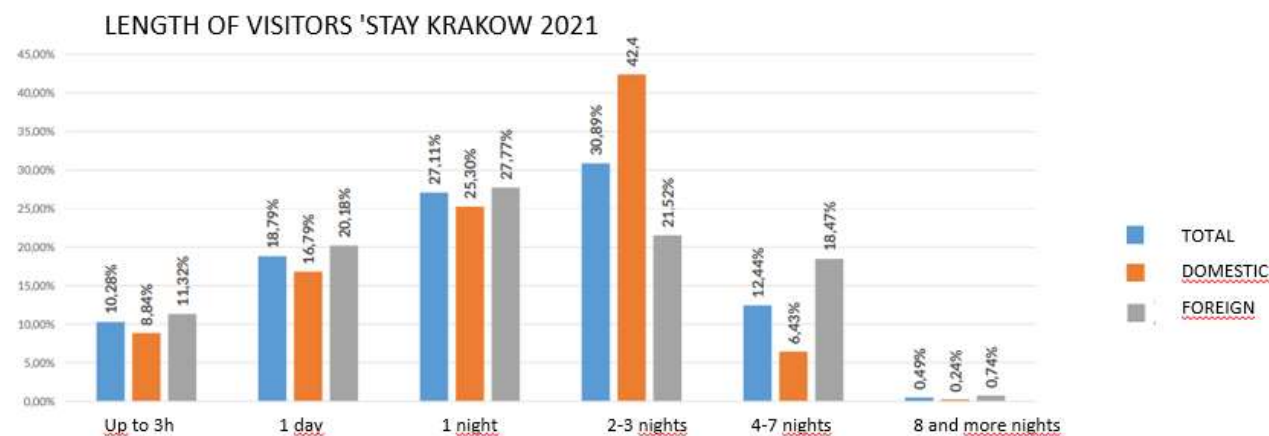
<https://gazetakrakowska.pl/obostrzenie-zamykanie-sklepy-kina-co-mozna-jeszcze-robic-w-krakowie-w-czasie-pandemii-koronawirusa-gdzie-pojsc-sprawdzamy/ar/c1-15279204>

The Royal Tour



<https://naszkrakow.com.pl/2020/05/11/dziesiec-zdjec-przedstawiajacych-krakow-w-czasie-pandemii>





TOURIST TRAFFIC IN KRAKOW

	2015	2016	2017	2018	2019	2020	2021
total visitors	10 050 000	12 150 000	12 900 000	13 500 000	14 050 000	9 250 000	11 300 000
domestic	7 430 000	9 250 000	9 850 000	10 400 000	10 750 000	8 510 000	6 100 000
foreign	2 620 000	2 900 000	3 050 000	3 100 000	3 300 000	740 000	85 000
Tourists (all)	8 150 000	8 500 000	9 100 000	9 650 000	10 150 000	4 185 000	5 115 000
domestic	5 630 000	5 850 000	6 300 000	6 800 000	7 100 000	3 510 000	4 285 000
foreign	2 650 000	2 650 000	2 800 000	2 850 000	3 050 000	675 000	830 000

Source: Tourism Department of the Krakow City Hall

THE MOST POPULAR PLACES OF ACCOMMODATION VISITORS KRAKOW 2021



Domestic Foreign

SELECTED DESTINATIONS OF ARRIVAL TO KRAKOW

	2015		2018		2019		2020		2021	
	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic
Sightseeing monuments	36,2	26,2	36,4	16,6	37,2	23,3	25,4	15,6	29,4	29,1
Leisure	33,7	22,2	21,5	12,7	20,4	16,6	28,4	24,2	20,1	15,5
Visiting relatives and friends	9,3	11,2	7,8	14,9	6,1	17,7	15,6	20,7	18,4	20,4
Business matters	6,7	10,5	6,7	7,6	7,7	4,5	11,9	7,5	8,7	7,8
Entertainment (pubs)	6,3	4,3	5,6	3,4	10	7,6	2,7	4,8	5,1	5,7
Education	1,3	1,9	3	3,7	2,5	1,8	3	1,8	0,9	1,2
Transit	2	3,7	5	10,4	5,1	8,3	3	4,1	1,5	2
Religious purpose	1,3	6,5	2	7	0,3	1,2	1,2	4,1	7,2	10,8

Source: Tourism Department of the Krakow City Hall



MEANS OF TRANSPORT USED TO COME TO KRAKOW (%)

transportation	2015		2018		2019		2020		2021	
	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic
Plane	54,6	2,2	60,4	3,6	69,9	4,2	69,9	2	41,3	26,3
Coach	12,3	24,9	7,8	6,6	4,8	2	0,7	1,2	8	9,7
Car	16,5	40,8	14	47,7	16,8	54,2	16,8	77,1	25	39,4
Train	10,6	17,3	8,6	28,2	4,3	31,1	5,7	10,7	14,9	13,8
Bus (regular)	5,6	14,7	8,8	13,5	4,1	8,3	6,3	8,3	9,7	10,2
Other	0,4	0,1	0,4	0,4	0,4	0,01	0,5	0,8	0,7	0,6

Source: Tourism Department of the Krakow City Hall

Tourism in Krakow: business meeting

Kraków has managed to build a diverse economic ecosystem maintained by nearly 32,000 firms registered in the city, including 4,900 firms with foreign capital. It contributed to build the widely recognised reputation as an important place for the meeting industry.

During pandemia in 2020 only **1,919** business meetings took place in Kraków, **77.2% less than** the previous year(2019) and **76.5% less than** in 2018.



Source: The Meeting Industry in Krakow. 2020 Report, Kraków Convention Bureau

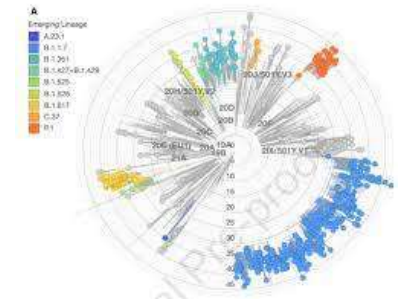
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The post pandemic reflection on the changes in the model of tourist development in Krakow

Challenges: 

New (postpandemic)

- The high level of uncertainty about the development of pandemic situation
- The uneven pace of recovery in domestic and international tourism
- Changes in tourists needs and preferences
- Changes in so called business/congress tourism



The post pandemic reflection on the changes in the model of tourist development in Krakow

Challenges: 

New (postpandemic)

- Lack of more specialised and diverse offers for various groups of tourists
- Lack of new offers for the new generations of tourists
- The high level of inflation in Poland changing certain elements of life-style

In addition recently : War in Ukraine bringing new threats and feeling of insecurity



<https://krakow.wyborcza.pl/krakow/7,44425,25963241,turystow-zapraszamy-z-inwestycji-nie-rezygnujemy.html>

www.loswiaherns.pl/polska/krakow-z-innei-strony-zielony-i-dziki

The post pandemic reflection on the changes in the model of tourist development in Krakow

Challenges: 

Old (prepandemic)

- Overtourism
- Excessive commercialization and banalization of unique assets (especially historic heritage)
- The threats for the natural environment
- Conflict of interest of two groups: tourists and city inhabitants



<https://krakow.naszemiasto.pl/tandetne-pamiatki-ruszaja-z-krakowa-w-szeroki-swiat/ar/c1-958199>

The post pandemic reflection on the changes in the model of tourist development in Krakow

Challenges: 

Old (prepandemic)

- Contradiction between the quantity and quality in tourist industry (uncontrolled development of tourism movement)
- The local character of tourism in Kraków - Relative lack of ties with Małopolska Region
- The image of Kraków as a tourist destination



<https://www.krakowdlamieszkancow.com/co-robimy/miniprzewodnik-do-50km/>



<https://krakow.wyborcza.pl/krakow/7,44425,25963241,turystow-zapraszamy-z-inwestycji-nie-rezygnujemy.html>

<https://krakow.wyborcza.pl/krakow/7,44425,25875347,mit-angola-z-piekla-rodem.html>

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The post pandemic reflection on the changes in the model of tourist development in Krakow. SOLUTIONS, RECOMMENDATIONS*



after pandemic tourism has to be transformed according to the principles of social and ecological justice with an emphasis on sustainable development and responsibility.

What is needed?

- New model of tourism which serves the residents and the city's development**
- Adequate mechanisms to respond to negative socio-economic phenomena caused by the „old” model of tourism and pandemic**
- Comprehensive programme joining the development of new ideas in tourism with the broader developmental policy for Kraków**

*Source: “Kraków’s sustainable tourism policy for 2021-2028” :

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The post pandemic reflection on the changes in the model of tourist development in Krakow. SOLUTIONS, RECOMMENDATIONS



What is needed?

- A compromise between the expectations of residents of Kraków, tourist entrepreneurs (also city residents) and tourists
- The development of high quality offers based on unique Krakow's assets
- Limiting offers of common entertainment
- Active protection of the natural environment
- Building social awareness and activity preventing the devastation of the natural environment and cultural heritage.

The post pandemic reflection on the changes in the model of tourist development in Krakow. SOLUTIONS, RECOMMENDATIONS



What is needed?

- Preventing overgrowth in arrivals of visitors in order to not exceed the city's capacity
- Stimulate the emerging types of tourist services of the sharing economy, in particular involving residents in the provision of services to visitors,
- The development of the idea of “Respect Kraków”
- Integration of culture and creative industries into the tourism economy

The post pandemic reflection on the changes in the model of tourist development in Krakow. SOLUTIONS, RECOMMENDATIONS



What is needed?

Cooperation between city authorities, non-governmental organizations, urban institutions, business organization , various groups of inhabitants....

Dialogue (round –table?) including all possible partners

Civic education developing the „responsibility- for- the city- development- attitude”

-and some luck...



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