

3rd International Online Conference

Historical Cities 3.0
TOURISM-FRIENDLY CITIES - in search of a new model of
attractiveness

28 MARCH 2022

One of the challenges for many historical cities has so far been growing and complex competitiveness and overtourism. With the decline in the role of the tourism economy in the pandemic period, it is necessary to propose a concept of activities for all local stakeholders, shaping the city's policy and tourist attractiveness, maintaining a balance between the interests of various groups that make up the community. The trends in the tourism market until 2019 and the effects of the Covid-19 pandemic indicate the need to change the approach to tourism reconstruction. Management must respond quickly and effectively to the behavior and expectations of visitors in line with the concept of agile tourism, rebuilding the resilience of the tourism industry and its importance for the local economy.

So is the priority to be attracting tourists or sustainable tourism and how to understand it? Can digitization and the quality of services make the offer of a historical city more attractive? What are the limits of tourist commercialisation of heritage?

Language of the conference: Polish / English simultaneously

10:00 Introduction to the conference:

- **Jacek Majchrowski, Mayor of the City of Krakow**
- **Andrzej Gut-Mostowy, Secretary of State in the Ministry of Sport and Tourism, Plenipotentiary of the Prime Minister for the promotion of the Polish brand**
- **Mikhael De Thyse, Secretary General Organisation of World Heritage Cities (OWHC)**
- **Ricardio Rio, Mayor of the City of Braga**
- **Bartłomiej Walas, The University College of Tourism and Ecology - Can tourism in historical cities be sustainable?**

Strategic partner: Tourism Friendly Cities (URBACT III)

Partners: Polish Tourist Organization, Krakow Chamber of Tourism, Małopolska Tourist Organization, Polish Chamber of Tourism

Patronages: Ministry of Sport and Tourism, Ministry of Culture and National Heritage, World Tourism Organization (UNWTO), Organization of World Heritage Cities (OWHC), Association of Polish Cities, Union of Polish Metropolises.

11:00-11:20 BREAK**11:20-12:50 PANEL I - CHALLENGES FOR TOURISM ENTREPRENEURSHIP AFTER COVID-19****Thematic scope:**

- Digital natives and digital immigrants – what expectations do locals have and how can tourism companies meet them?
- Are packages and themed tours appealing to urban tourists?
- The impact of digitalisation on the tourism industry – what support do companies expect from cities?
- Global versus local players – who is more effective at sales?
- Entrepreneurship support tools – can we actually take advantage of big data?
- How can digitalisation and modern technologies be used to improve the tourism offer and tourist experience management?

Introduction to the panel: Magdalena Kachniewska, SGH Warsaw School of Economics - Digitization in marketing and tourist attractiveness of the city

Case study: Marco Bettini, General Director VENIS Spa (Venice)

Moderator: Rafał Romanowski

Panelists:

1. Alessandro Rocchi, General Director FairBnB
2. Jelka Tepšić, Deputy Mayor City of Dubrovnik
3. Magdalena Kachniewska, SGH Warsaw School of Economics
4. Manuel Sousa, Vice President Business Association of Braga
5. Marco Bettini, General Director VENIS Spa (Venice)
6. Piotr Laskowski, Polish Chamber of Tourism, Małopolska Branch
7. Szymon Gatlik, Kraków Food & Travel

12:50-13:30 BREAK

13:30-15:00 PANEL II - TOURISM AND CULTURAL HERITAGE

Thematic scope:

- Can tourism in a historical city be modern?
- What are the limits of tourist commercialisation of heritage?
- Is tourism a heritage protection tool?
- What tools can be used for heritage management?
- What can be an opportunity to improve the tourist attractiveness of a historical city?

Introduction to the panel: Magdalena Sroka, CEO Alvernia Planet, Common values of tourism and culture of a historic city

Case Study: Gianluca Saba, Head of the International Affairs Office Municipality of Genoa (Tourism Friendly Cities, URBACT)

Moderator: Łukasz Cioch

Panelists:

1. Andrzej Betlej, Director of The Wawel Royal Castle
2. Gianluca Saba, Head of the International Affairs Office Municipality of Genoa (Tourism Friendly Cities, URBACT)
3. Laura Gaggero, Deputy Mayor for Tourism and City Marketing City of Genoa
4. Magdalena Sroka, CEO Alvernia Planet
5. Mikhael De Thyse, Secretary General Organisation of World Heritage Cities (OWHC)
6. Radosław Fronc, CEO Main Square Hospitality Group
7. Robert Piaskowski, Plenipotentiary of the Mayor of Krakow for culture
8. Simone Venturini, Deputy Mayor for Social Welfare, Tourism, Health and Economic Development, City of Venice

15:00-15:20 BREAK

15:20-16:50 PANEL III - A LOCAL COMMUNITY FOR TOURISM POLICY***Tourism Friendly Cities' (URBACT III) Panel*****Thematic scope:**

- What are the potential indicators of sustainable tourism?
- Can user experience be a tool for developing and improving the quality of tourist attractiveness of a city?
- What are the common benefits of tourism for inhabitants and visitors?
- What is the place of tourism in the vision of a historical city?
- How to build local tourism partnership structures?

Introduction to the panel: Anamaria Vrabie - Lead Expert for the URBACT Tourism Friendly Cities Network

Case study: Elżbieta Kantor, Head of Department of Tourism, City of Krakow – A sustainable Tourism Policy for Kraków in the Years 2021 – 2028

Moderator: Magdalena Kursa

Panelists:

1. Anamaria Vrabie, Lead Expert for the URBACT Tourism Friendly Cities Network
2. Elżbieta Kantor, Head of Department of Tourism, City of Krakow - Tourism Friendly Cities
3. Grzegorz Soszyński, tourism market expert
4. Jacek Legendziewicz, CEO Jordan Group
5. Jorge Villar Guijarro, Councilor of the City of Cáceres for Tourism, Innovation, Technological Development and Transparency
6. Julijana Antic Brautovic, Head of Department of Culture and Heritage, City of Dubrovnik
7. Simone d'Antonio, Ad Hoc Expert for the URBACT Tourism Friendly Cities Network

16:50-17:00 Wrap up of the conference

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