



Ministerstwo
Sportu i Turystyki

Implementation of the Sustainable Tourism Protokol to the Carpathian Convention by the Ministry of Sport and Tourism of the Republic of Poland

11th Working Group on Sustainable Tourism Carpathian
Convention, 10-11.03.2026

Legislative activities of the Ministry of Sport and Tourism influencing the development of sustainable tourism

- Adoption of the **Act on Package Travel and Related Tourist Services and Certain Other Acts (concerning the financial security of tourism entrepreneurs)** – passed on November 7, 2025.
- The purpose of the regulation is **to facilitate the conduct of business by introducing a requirement for a minimum sum guaranteed for financial security** for entrepreneurs in the **case of insolvency** through the implementing of several bank or insurance guarantee agreements.
- At the **internal consultation stage**, draft implementing **Regulations** have been initiated, including those concerning guarantees for tour operators and **changing the forms** for guarantees from tour operators.

- Preparation of a **draft act changing the Act on Hotel Services, Tour Guide Services, and Certain Other Acts (Short-Term Rentals)**
- The aim is to **implement Polish law**, to the Regulation of the European Parliament and of the Council, on Short-Term Rental Services. The proposed regulations will **set in order**, legal relations related to short-term rentals, **taking into account the interests** of both businesses and other social groups.

- Have been started work on the **regulation on hotel facilities and other facilities where hotel services are provided** – the draft is currently under internal **consultation** at the Ministry of Sport and Tourism.
- Work has begun **on amending** the regulation on hotel facilities and other facilities where hotel services are provided.
- The goal is to **update the current requirements for hotel facilities to contemporary socio-technological realities**, which will to simplify the conduct **of hotel business**.

Implementation of the Sustainable Tourism Protocol CC by the Ministry of Tourism

- The **4th and 5th national meetings of the Sustainable Tourism Task Force (created)** under the Minister responsible for Tourism were held, attended by representatives of central and local governments, organizations, and tourism sector institutions.
- **The achievements of the Carpathian Sustainable Tourism Platform – Centrum Polska**, leeded by the Association Carpathian Euroregion Poland which assumed the coordination of the Carpathian Sustainable Tourism Platform in 2021, **were presented.**
- **The work plan of the Carpathian Sustainable Tourism Platform,– Center Poland (KPZT Centrum Polska)**, was presented and adopted.
- **The effects of the current difficult socio-economic situation in the Carpathian region resulting from the pandemic and the Russian-induced war in Ukraine** were presented.

The Ministry have been ordered the **"Report on the State of the Tourism Economy in Poland and the National Tourism Policy Guidelines"**.

The report will be a comprehensive document that will serve as the **basis for developing the strategy**.

- A number of expert and **working teams have been established**, including teams for: the development of the **network of tourist trails, cycling, promotion** of the Polish tourism brand, as well as those **crucial to the development of sustainable tourism**.

- Their task is to **identify administrative and legal barriers, formulate recommendations, and initiate standardization processes**.

Areas of activity of the Ministry of Sport and Tourism

Polish Tourist Brands – a **project** conducted since **2019**, one of the key tools for strengthening **the competitiveness and recognition** of Polish tourist destinations.

The project's goal is to **identify and support regions and tourist areas with the highest development potential**, distinguished by a mature offer, a **coherent management** system, and **high quality standards**.

Selected **brands** include the **Beskid Mountains, Cieszyn Silesia, the Kraków-Częstochowa Upland, and the Trail Around the Tatras**. The International **Carpathian Brand "Carpathia"** plays a significant role, characterized by:

1. Development of **cultural tourism**, support for local economies, and promotion of regional identity.
2. Basing the brand on **authenticity, nature, and hospitality**.
3. Implementation of **standards in tourist services**, international cooperation, and promotion in Europe.
4. It is part of broader activities for the Carpathian Sustainable Tourism Platform.
5. It operates in the context of traditional products, constituting a quality mark for mountain areas.

1. Tourism Support Program, aims to improve service quality, digitize the industry, promote regional and active tourism, and increase tourist safety. Activities focus on the development of tourism products, innovation, and human resources support.

- **Development and promotion of regional tourism:** Creation of new products and regional brands, and their commercialization.
- **Active tourism:** Popularization, support, and facilitation of active recreation in the country.
- **Digital transformation:** Development of digital tools, innovations in tourism, data utilization, and training.
- **Safety and human resources:** Increasing tourists' sense of safety and improving the quality of work in tourism.

2. "Polish Tourist Trails" Program

The Program's objectives were **to increase**:

- public tourism **activity** in Poland by **improving accessibility to areas of high natural and cultural value** and **increasing safety** on sustainable tourist trails,
- the participation of **people with special needs** in tourism by adapting existing and newly created tourist trails to the expectations of these individuals, such as the **elderly** and people with **disabilities**.
- Task 1 - **Renovation** of existing tourist trails,
- Task 2 - **Creation** of new tourist trails

2. "Tourism Without Barriers" Program

The program aims to support initiatives that eliminate barriers to practicing sustainable active tourism **for social tourism recipients** by:

financing **sightseeing** trips, implementing tourism **campaigns**,

training tourism industry personnel, **improving** the quality of sustainable tourism infrastructure and services, **improving safety**, and providing **the same opportunities in access** to public spaces, particularly in mountain areas.

Task 1 – "Actively Visiting"

Task 2 – "Knowledge Without Barriers"

Task 3 – "Shelters for Everyone" (2024, 2025)/"Social Campaign" (2023)

The most **important results** of the implemented programs:

- approximately **7,500 beneficiaries** of **social tourism** participating in **sightseeing** and tourism trips,
- **3,700 participants** in **training courses/workshops**, including those related to serving tourists with special needs,
- **27 new digital tools** adapted to the needs of **seniors and people with disabilities** (mobile applications, new websites/subpages, online guides, audio-video guides, digital maps, event calendars),
- **8 social campaigns** - promoting social tourism, as well educational and informational activities
- **3,000 km of renovated mountain hiking trails** (hiking and skiing),
- - approximately **400 km** of renovated **bicycle trails**,
- - approximately **140 km** of new **bicycle trails accessible to seniors** and people with disabilities

~~Podkarpackie - Implementation of the STP Carpathian Convention~~

1. The development of **sustainable tourism** was based on the **Podkarpackie Voivodeship Development Strategy 2030**, which defines tourism as a horizontal area that **supports** the economy while **protecting natural and cultural resources**.
2. **Standards and Certification:** The Podkarpackie Polish Tourism Organization implemented **sustainable tourism standards** in the region, based on criteria of the **Global Sustainable Tourism Council (GSTC)**.
3. **Promotion of Active Tourism:** The region implemented low-impact forms of tourism, such as **cycling** (creating the "backbone" of the main trails) and **hiking in the Bieszczady and Low Beskid Mountains**.
4. **Education and Cooperation:** The Podkarpackie Regional Tourism Organization (POT) serves as a **leader in communicating eco-responsibility standards** to local businesses.

~~Małopolskie - Implementation of the STP Carpathian Convention~~

1. The Małopolska Region has been actively **implementing sustainable** tourism standards, It is confirmed by recent reports and **strategic development documents**.
2. Key aspects of the assessment and implementation (as of 2024–2025):Infrastructure projects: One of the flagship initiatives is the development of the **Sustainable Tourism Center**, which includes, among other things, the modernization of **300 km of the Małopolska Beskid Trail (2024–2028)**. The project involves **renovating small-scale infrastructure and creating an integrated information system**.
3. **Tourism management**: The "**Małopolska 2030**" strategy emphasizes counteracting **overtourism by promoting lesser-known areas** of the region and **developing active tourism, such as the VeloMałopolska cycling route network**.
- 4.The region is implementing the "**Sustainable Tourism Policy for 2021–2028**." The year **2025** has been identified as a breakthrough in terms of **created the Sustainable Cultural Tourism Hub** and strengthening **cooperation with the local community**.
5. **Financing and support**: The region is effectively **utilizing EU funds (European Funds for Małopolska 2021–2027)** to support **health resorts, culture, and tourism**.

The implementation of sustainable tourism in the Silesian Voivodeship is based on the implementation of the **Silesian Voivodeship Development Strategy "Silesia 2030."** The region is undergoing a transformation from a purely industrial center to a modern tourist destination, emphasizing revitalization and resource conservation.

- 1. Tourism development** is closely linked to the principles of sustainable development, which means **striving to generate economic benefits while simultaneously protecting the environment** and taking **into account** the consent of **local communities**.
- 2. Revitalization and Heritage:** A key element is the revitalization of **post-industrial** and **post-mining areas**, managed, among other things, by the Ministry of Culture and National Heritage. **Transforming** these areas into **tourist attractions** (e.g., the **Industrial Monuments Route**) is a model example of giving new functions to degraded areas.
- 3. Active Tourism and Mobility:** The region is investing in infrastructure that supports low-emission forms of tourism, such as **cycling routes** (e.g., the **Eagle's Nests Trail, the European Cycle Route**). Work is underway to **improve connections between attractions and public transport and traveler service points**.
- 4. Regional, environmental, and cultural education** among young people is **being promoted**, as is **cooperation** with organizations such as the **Polish Tourist and Sightseeing Society (PTTK)**.



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**Thank you for your attention.
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