



Ministerstwo  
Sportu i Turystyki

# **Plan for the implementation of the Sustainable Tourism Protocol to the Carpathian Convention by the Ministry of Sport and Tourism in Poland**

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

# Planned priority areas of activity of the Ministry

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- **Digitalization and innovation** – Strengthening the sector's technological innovation remains a key priority. The **future** of tourism lies in **modern technologies: digital tourist services, intelligent tourism management, the use of AI and Big Data in promotion, planning, service development and artificial intelligence**. Data must become the basis of management and decision-making in the sector.
- The Ministry is working on **solutions** to support the industry in its **digital transformation** – both in terms of promotion and in terms of **use of AI in tourist services, reservation systems, and tourism analytics**. Such solutions **increase efficiency** and allow Polish entities to compete with global platforms while maintaining a local character and high-quality services.
- **Investments in education and staff skills** are also planned to **better prepare the industry** for the challenges of **automation** and the changes coming with **digital development**.

# Planned priority areas of activity of the Ministry

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- 1. Modern Tourism Management - Poland Travel** – The launch of a **modern tourism promotion tool** is the **subject of work by experts appointed to the Tourism Council**. It will be **establishing a special company** to create the "**House of Polish Tourist Brands**" as a basis for communication and promotion of the country and the independence of the tourism industry.
- 2. Continuing conceptual work** on enabling municipalities to optionally **collect a tourist fee**.
- 3. Support role** - Introducing a tourist fee, understood in legal terms as a "fee" rather than another **tax**, could significantly contribute to **strengthening the local government** community and the entire Polish **tourism infrastructure**, as well as to strengthening the **tourism promotion system** and **hotel facilities**.

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The **Tourism Support Program 2026** aims to develop the domestic industry by increasing the competitiveness of offers, promoting sustainable development, digitalization, and improving the quality of services.

Priority 1: **Highly competitive tourism product** – Creation, development, and promotion of attractive, branded tourism products.

Priority 2: **Sustainable tourism development** – Actions that take into account environmental, social, and demographic aspects, reducing the negative impact on the climate.

Priority 3: **Digital transformation in domestic tourism** – Implementation of modern technologies and innovative digital solutions in the sector.

Priority 4: **Increasing competencies and qualifications** – Improving the quality of tourist services and developing professional competencies

Continued work on the draft act **amending the Act on hotel services, tour guide services, and certain other acts (short-term rentals).**

The draft is **in the final stages** of inter-ministerial **consultations**. **Next steps:** review and public consultations. The planned **entry into force** date of the act is mid-2026.

The **Act** will ensure:

- **Obligation of the registration, Single Digital Point,**
- the **collection** and disclosure of **necessary data** regarding **short-term** residential rental **services**. **Owners of the private accommodation.**
- the **streamlining of legal relations related to short-term rentals**, taking into account the interests of both **businesses and other** social groups.

Work continues on **amending the Regulation on hotel facilities and other facilities where hotel services are provided.**

The draft is currently undergoing **internal consultations** in the Ministry.

It will **update the current requirements for hotel facilities** to reflect contemporary socio-technological **realities**, leading to simplified operations.

The regulation is scheduled to enter **into force** in 2026.

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In 2026, in-depth **analytical** work will be conducted **on 12 sub-strategic documents** covering key development areas for individual tourism subsectors.

These documents will form the basis for **identifying** the most important **challenges**, barriers, and **growth potential** in each of the **analyzed market segments**.

These studies will:

- **systematize** the accumulated **knowledge**, **compare conclusions**, and identify areas requiring intervention or further research.
- also enable the development of **recommendations** to improve the quality of **tourism development management** and provide a **better understanding of trends**, **directions** of change, and stakeholder needs.

## Areas of activity – Polish Tourist Organization

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Polish Tourism Organization Promotional **campaigns and projects** will be conducted both **domestically and internationally**.

Each project and campaign will be based on **the characteristics of the target group**.

**Sustainable tourism standards will be incorporated** into the campaigns.

All POT activities planned for the coming years are included in the "**Integrated Marketing Communication Management Strategy for Tourism until 2030**" within nine Strategic Areas.

**Polish Tourist Brand** - Building and strengthening a **recognizable, coherent, and professional** Polish tourism brand.

This primarily concerns:

- activities related **to product certification**,
- **supporting and developing** Polish Tourism Brands,
- shaping them in line **with current sustainable tourism trends** and improving quality

Important areas of action in the Podkarpackie Voivodeship will include:

- 1. Traffic management:** Traffic concentration in popular destinations (e.g., **Bieszczady National Park**) and take steps to counteract against **ecosystem degradation** which remains a significant challenge.
- 2. Rural tourism: Good practices in agritourism** are being **implemented**, promoting **local culinary products** and **intangible heritage**, which promotes capital retention in local communities.
- 3. Financial support: Nationwide and regional** tourism support **programs** are planned for 2026, **intended** to finance infrastructure that supports **environmental protection**.
- 4.** The region is **considered one of the leaders in Poland in consciously building** a nature-based brand (**the international Carpathian Brand "Carpathia" and the national brand "Zielone Podkarpacie"**). The process of fully implementing sustainable standards requires continuous **monitoring of environmental impact**.

In the Małopolska Voivodeship, will:

1. Continuing and developing **environmental education for entrepreneurs and tourists.**
2. Continuing work **on waste management in tourism and protecting landscape values in the most popular destinations.**
3. Adapting **sustainable tourism offerings** to the **growing expectation for carbon neutrality** and regenerative tourism.

Current challenges and actions in the **Silesian** Voivodeship in 2026 include:

- 1. Monitoring and data:** As in other regions, the **lack of precise data** at the local level remains a challenge, which makes difficult full assessment of sustainability indicators (e.g., impact on ecosystems, precise local revenues).
- 2. Implementation of actions to eliminate environmental threats:** **Intensive tourism development, particularly in mountainous regions (e.g., ski tourism),** is associated with the **risk of soil erosion, forest destruction, and waste management problems.**
- 3. Maintaining a high level of institutionalization of activities** (strategies, operational programs) and **developing cultural and industrial tourism,** while simultaneously **strengthening** monitoring of environmental impacts in municipalities with the highest tourist traffic.



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**Thank you for your attention.**

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