

An aerial photograph of Krakow, Poland, showing the Wawel Cathedral and the Old Town. The image is used as a background for the title and authors' names.

Tourism in Balance: Challenges for Krakow

**Marek Grochowicz & Robert Pawlusinski
(Jagiellonian University)**

Case study: Krakow

1. Medieval city (1257)
2. Former capital of Poland – burial place of the kings/ royal castle
3. UNESCO World Heritage Site (1978) and UNESCO City of Literature
4. European Capital of Culture (2000)
5. Unofficial Polish Capital of Culture
6. Religious Centre (John Paul II, World Youth Day 2016)
7. Academic city and BPO hub in Eastern Europe (10 World Top)
8. Most Visited Polish City (14 M in 2019)

Kraków:

Area - **327 km²**

Population - **800`000**

Plus (150K students, 200K expats&refugees)



Changes in urban tourism in Europe

- The New Class of Tourists - new consumer preferences
- 3xE in city tourism – entertainment, excitement and education
- Historical monuments as a scene for city entertainment
- Changes in model of travel – from group tourism to individual tourism
- Fast growing numbers of city breaks tourists
- Low-cost carriers and short terms rentals: **low-cost tourism** (no frills tourism)
- Cities became cheaper and more popular destinations than holiday resorts
- Instagram and Tik Tok in city tourism promotion

New consumer preferences

„quality of life” demands





New Night
Entertainment

Number of visitors (total)

2007 – 8.0 M
 2019 – 14.0 M
2022 – 8.4 M

Number of tourists (total)

2007 – 6.8 M
 2019 – 10.1 M
2022 – 4.9 M

Number of foreign tourists

2007 – 2.5 M
 2019 – 3.1 M
2022 – 0.4 M
2023 – 1.0 M



Number of visitors per one resident

Number of visitors per 1 ha

2004

2019

2004

2019

Whole city

7.2

18.5

168.2

428.1

1st District

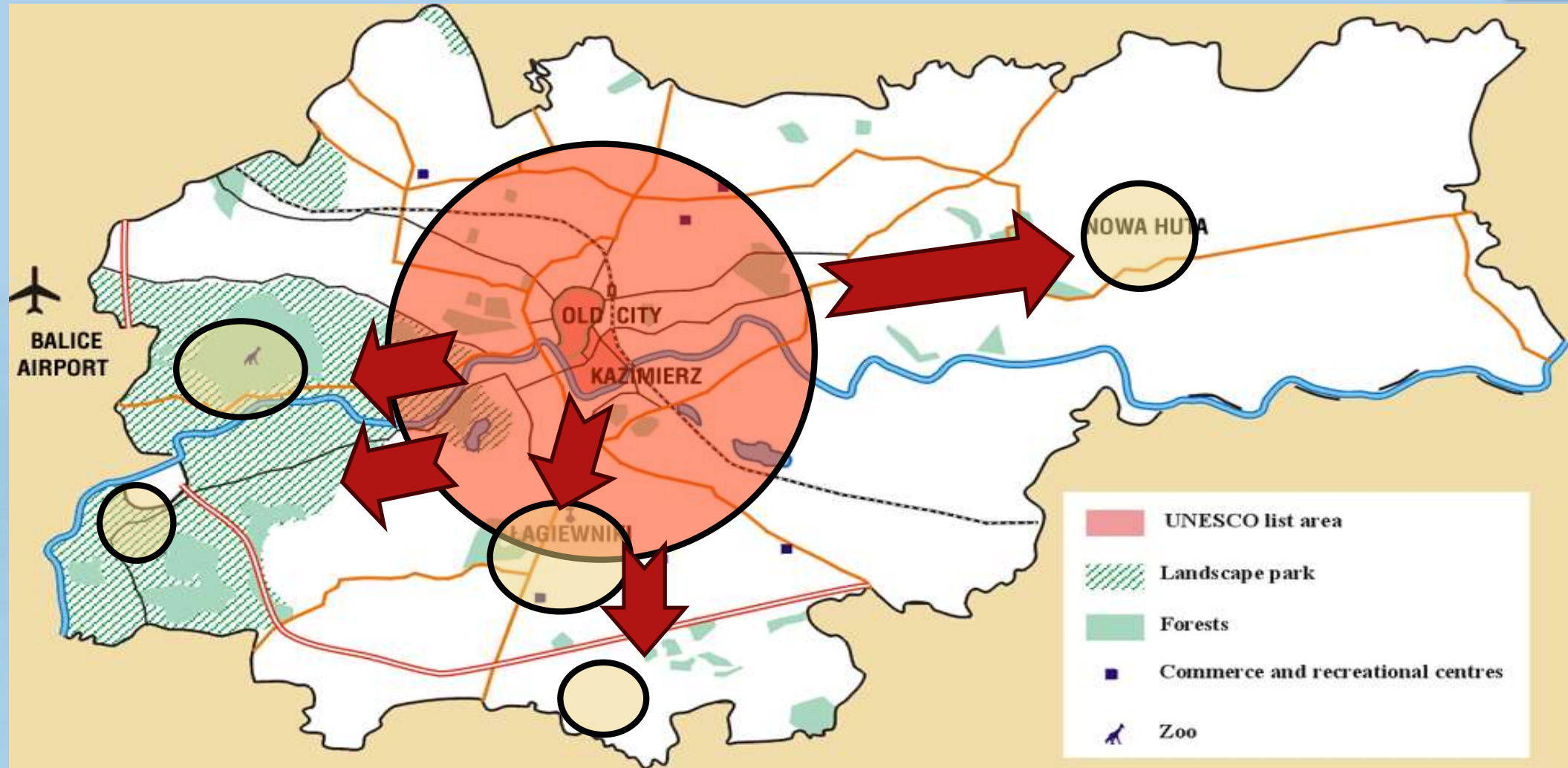
104.1

466.7

10`577

25`135

Tourists concentration zones in Krakow





Deglomeration of tourists (1)

- Podgórze District
- Wesola Quarter
- Nowa Huta District
- ???



Wieliczka Salt Mine (Unesco List 1978)



Auschwitz Birkenau (Unesco List 1979)



Kalwaria Zebrzydowska Monastery (Unesco List 1999)



Wadowice – Birthplace of Pope John Paul II



The image of Krakow

EUROPEAN CITIES										
	AVERAGE AIR FARE	AVERAGE HOTEL RATE	FOOD AND DRINK	ACCOMMODATION	CULTURAL SITES / TOURIST ATTRACTIONS	EASE OF GETTING AROUND	SHOPPING	VALUE FOR MONEY	LACK OF CROWDS	CITY SCORE
KRAKOW	£126	£59	*****	*****	*****	***	****	*****	****	93%
SEVILLE	£161	£78	*****	*****	*****	***	***	****	**	90%
VALENCIA	£148	£71	****	****	****	***	****	****	****	89%
BERLIN	£165	£78	***	*****	*****	***	*****	****	****	88%
AMSTERDAM	£95	£124	***	***	****	***	*****	***	**	86%
BUDAPEST	£133	£68	***	****	****	***	****	****	***	86%
MUNICH	£146	£105	***	***	****	***	*****	***	***	86%
VENICE	£107	£80	**	****	****	**	**	**	*	86%
VERONA	£126	£79	****	****	****	***	***	***	**	86%
BORDEAUX	£101	£89	*****	****	****	***	*****	***	****	85%
LISBON	£175	£98	****	*****	****	***	****	****	***	85%
GRANADA	£180	£68	***	**	****	***	**	***	**	84%
HELSINKI	£159	£113	**	***	***	**	****	**	****	84%
MADRID	£124	£81	****	****	****	***	****	***	***	84%
OSLO	£96	£111	**	****	****	-	****	*	****	84%
PORTO	£151	£77	****	****	***	**	**	****	***	84%
STOCKHOLM	£118	£106	**	-	****	-	****	**	****	84%
VIENNA	£130	£90	**	****	*****	***	*****	***	***	84%
ATHENS	£217	£88	***	****	*****	**	**	***	**	83%
BARCELONA	£121	£107	****	****	****	***	****	***	**	83%
BRUGES	£135	£114	***	***	****	**	***	***	**	82%
COPENHAGEN	£100	£154	**	***	***	**	****	**	****	82%
FLORENCE	£211	£113	***	****	*****	***	***	***	*	82%
BOLOGNA	£132	£70	*****	***	****	-	***	***	***	81%
FUNCHAL	£224	£71	****	*****	***	**	***	***	****	81%
PRAGUE	£114	£60	***	***	***	**	****	****	**	81%
ROME	£132	£91	***	****	*****	**	**	**	*	81%

Why Krakow beats Paris or Rome for savvy tourists

Ben Clatworthy Travel Reporter

Forget the overcrowded cafés with a view of the Eiffel Tower or the snaking queue for the Colosseum. If you are planning a weekend away, you want to head east to Poland.

Krakow, the country's second largest city, which is celebrated for its magnificent architecture, below, has been ranked as the best European city for a mini-break for the third year in a row.

It came top of Which? Travel's list of more than 40 destinations, scoring full marks for food and drink, accommodation and cultural attractions. The city scored 93 per cent across all categories in a survey of 4,000 of the magazine's readers, who were asked to rate cities they visited in the last year.

Respondents were particularly impressed by its traditional markets and the salt mines, where an underground cathedral is carved out of the mineral. "With a palace on every corner and a plate of pierogi [dumplings] and a pint of pilsner costing under £10, it's no wonder

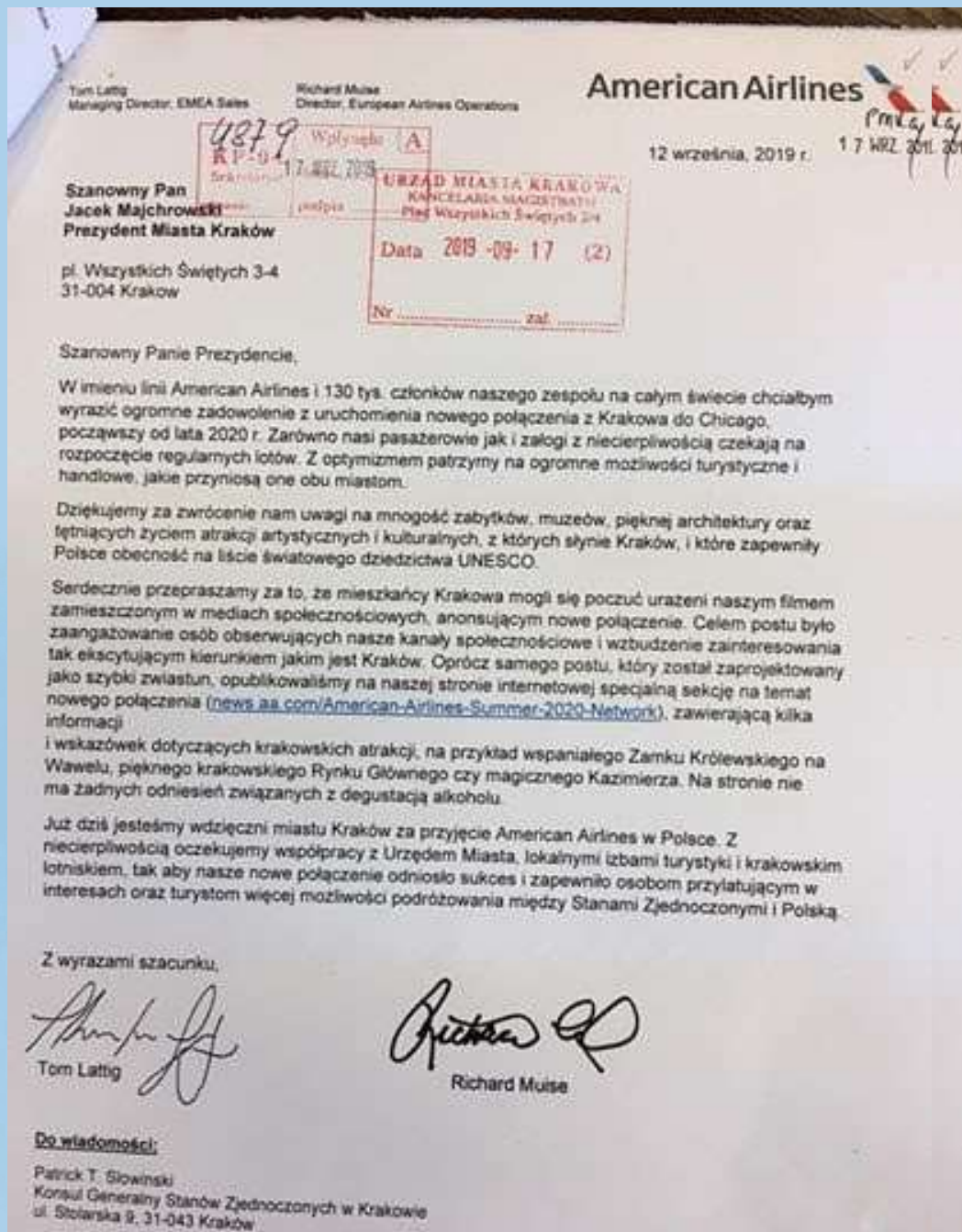
Krakow continues to top our survey," Rory Boland, the editor of Which? Travel, said. "To those holidaymakers still stuck on Amsterdam, Paris and other classic European destinations, try Poland for your next trip to find food, hotels and sightseeing that's just as good but at half the price."

Seville, the Spanish city nicknamed "the frying pan of Europe", came second, with 90 per cent. Alicante, with its underwhelming architecture, scored lowest. It was narrowly beaten by Milan, Brussels and Reykjavik.

Many of the "big hitters" scored badly. Rome was placed mid-table, with a score of 81 per cent. The Italian capital earned full marks for its famous attractions, including the Sistine Chapel,

Trevi Fountain and Colosseum, but overcrowding caused by tourists swarming to them contributed to a low rating for crowds. Paris ranked below Rome with a score of 80 per cent. Its attractions were also highly rated but visitors were unimpressed with its accommodation and poor value for money.







We regret to inform you that

after 684 years
Silent Kazimierz District died

Z głębokim żalem zawiadamiamy, że w ciągu ostatnich 2 dekad
zmarł śmiercią tragiczną, przeżywszy 684 lata

Ś.P.

Kazimierz Cichy

*Ojciec mieszkańców, przyjaciel śpiących,
romantyk, myśliciel, świadek zaborów, wojen i Holocaustu.*

*Członek Korony Królestwa Polskiego,
Królestwa Galicji i Lodomerii oraz wszystkich Rzeczypospolitych Polskich*

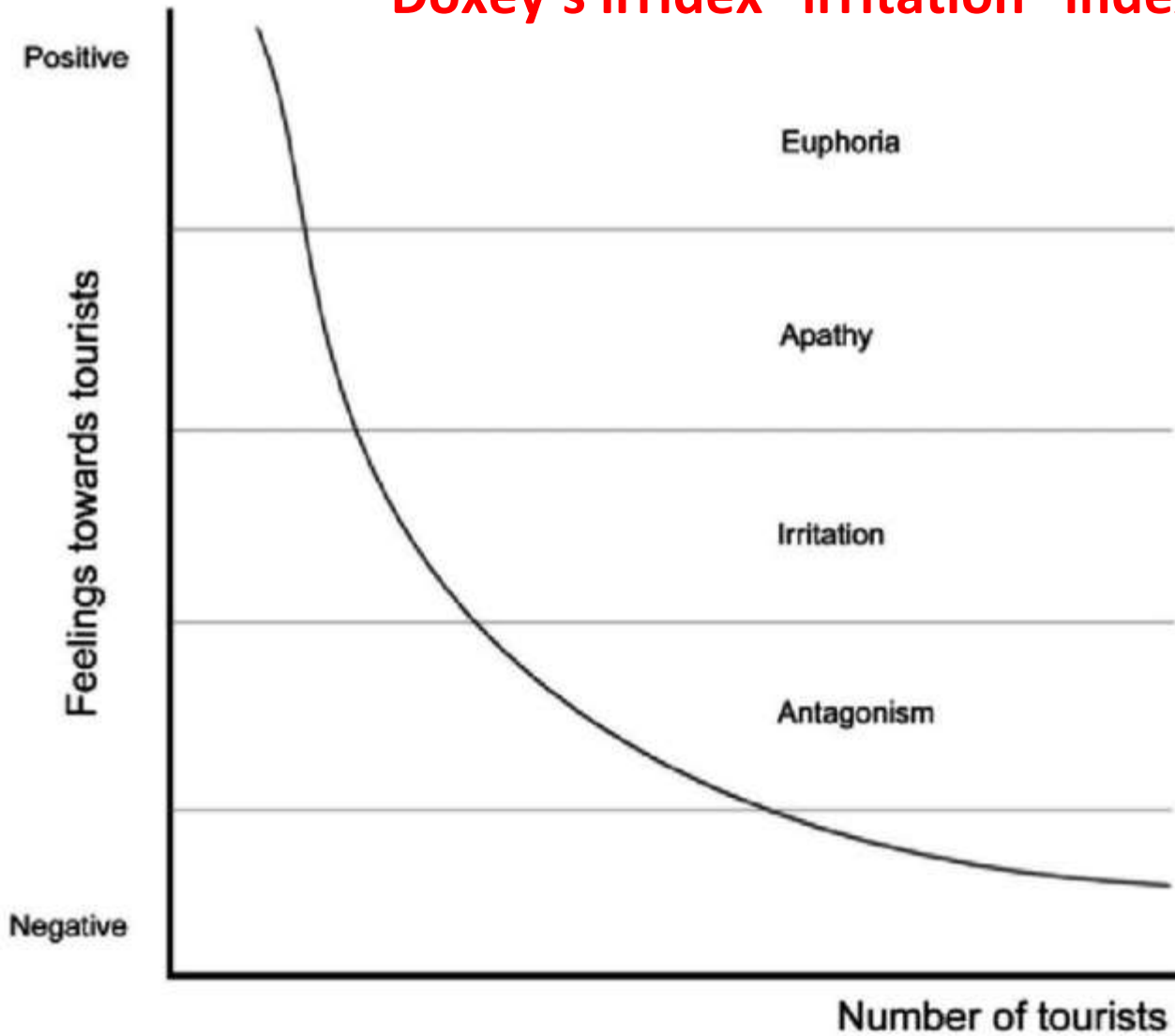
Pogrzebu nie będzie. Wciąż wierzymy w zmartwychwstanie i żywot wieczny.

Świeć Panie nad jego duszą.

Pogrążeni w żałobie,
Mieszkańcy



Doxey's irridex "irritation" index

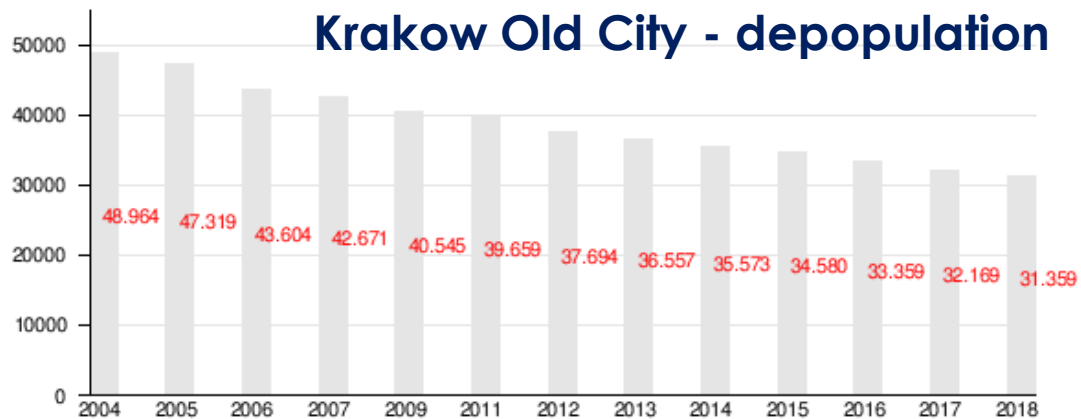


Main tourism problems in Krakow and the Historic District

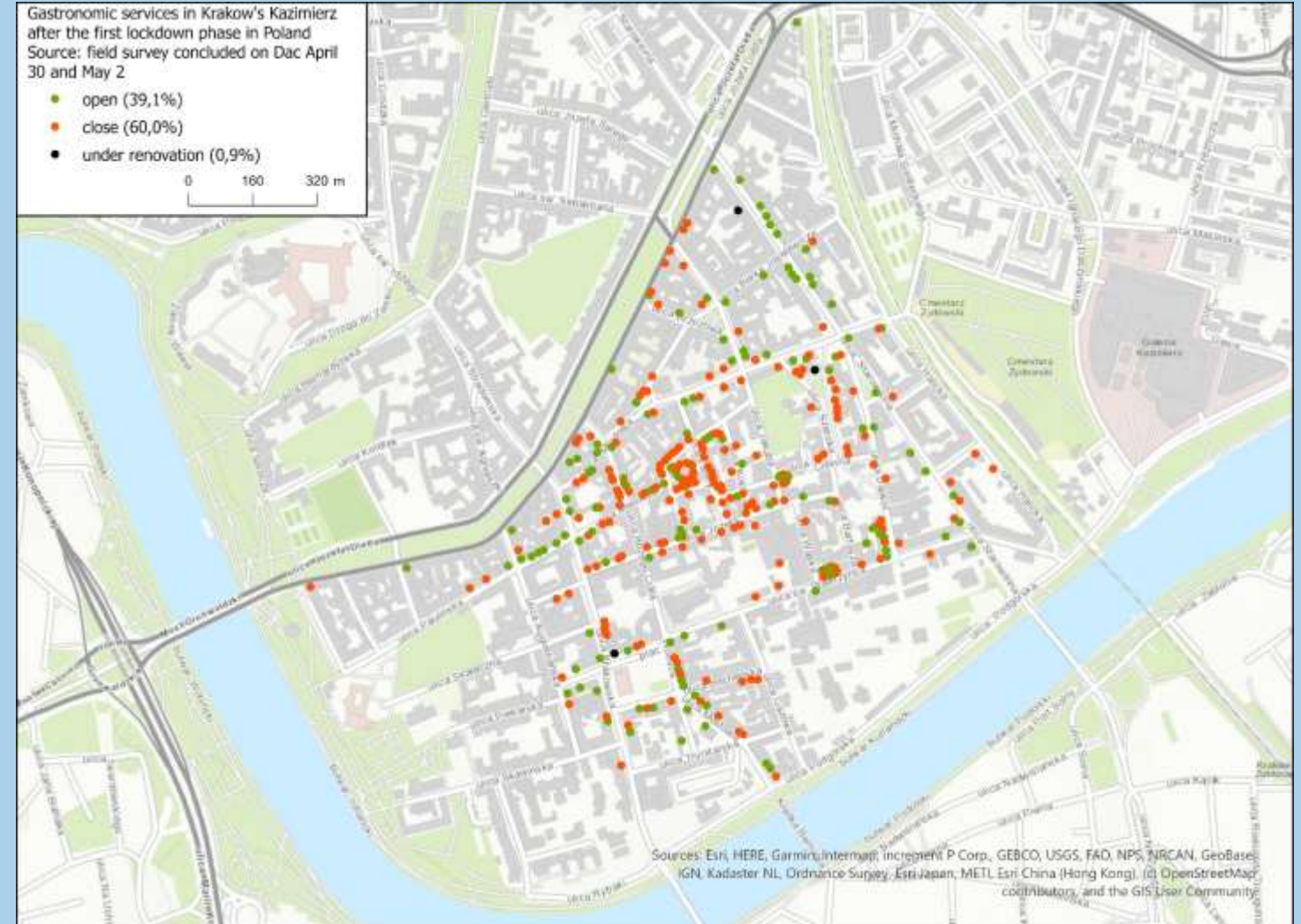
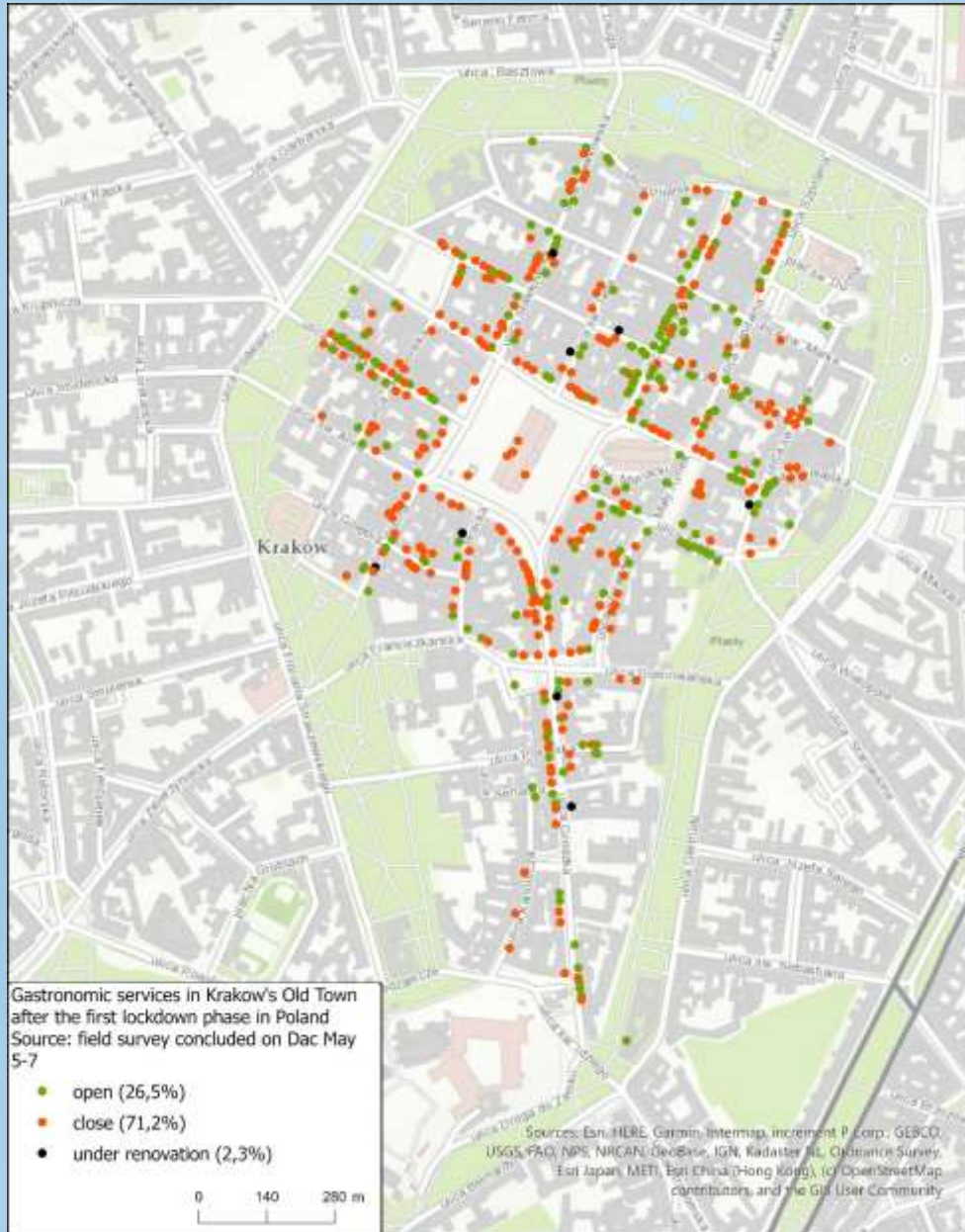
1. Depopulation of the Old Town
2. Conflicts between tourists and residents
3. Commercialisation of space
4. Cultural park in the Old Town – attempts of new local law to manage tourism
5. Night life in the Old Town and the Kazimierz Quarter – „the city that never sleeps”
6. Informal tourism sector

Overtourism: main problems (Milano 2017, 2018)

1. Congestion of public spaces in the city centre.
2. Privatisation of public spaces
3. Rise in real estate prices
4. Loss of residents` purchase power
5. Unbalanced number of inhabitants compared to visitors
6. Commercial gentrification
7. Environmental deterioration, including waste, noise, air quality and water quality issues



Gastronomic services in Kraków historic city centre during the first lockdown (May 2020)

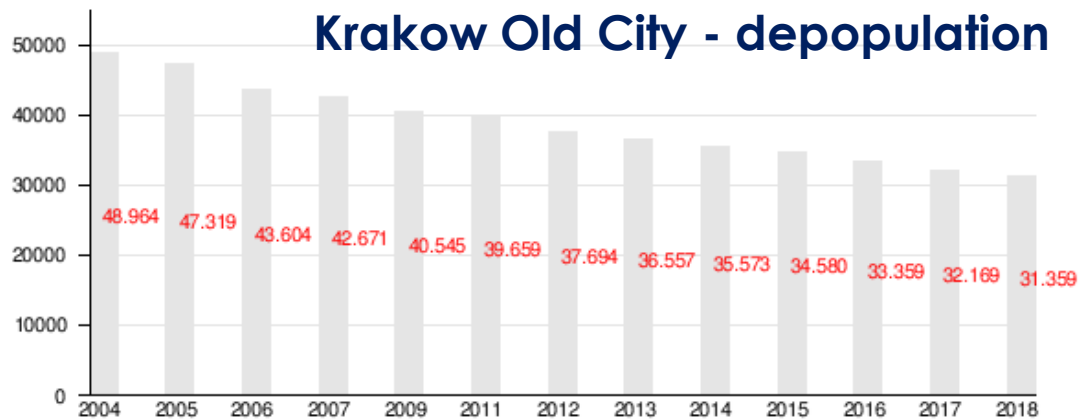


Main tourism problems in Krakow and the Historic District

1. Depopulation of the Old Town
2. Conflicts between tourists and residents
3. Commercialisation of space
4. Cultural park in the Old Town – attempts of new local law to manage tourism
5. Night life in the Old Town and the Kazimierz Quarter – „the city that never sleeps”
6. Informal tourism sector

Overtourism: main problems (Milano 2017, 2018)

1. Congestion of public spaces in the city centre.
2. Privatisation of public spaces
3. Rise in real estate prices
4. Loss of residents` purchase power
5. Unbalanced number of inhabitants compared to visitors
6. Commercial gentrification
7. Environmental deterioration, including waste, noise, air quality and water quality issues



English tourists

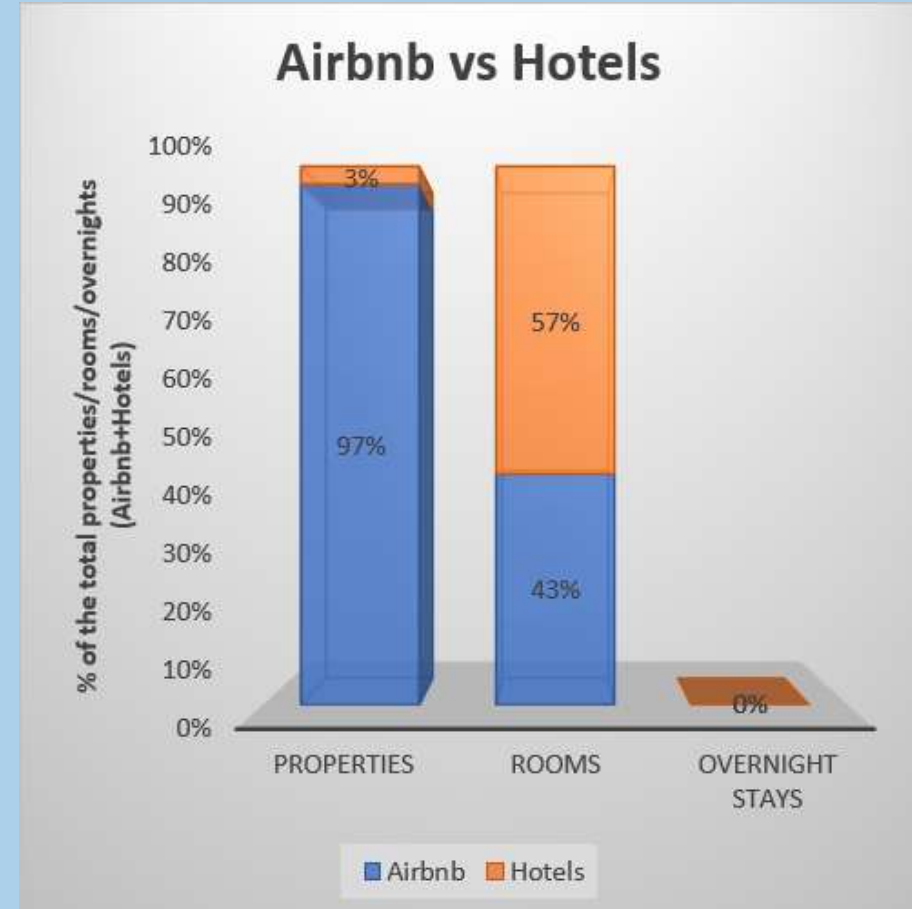


versus Arab Tourists



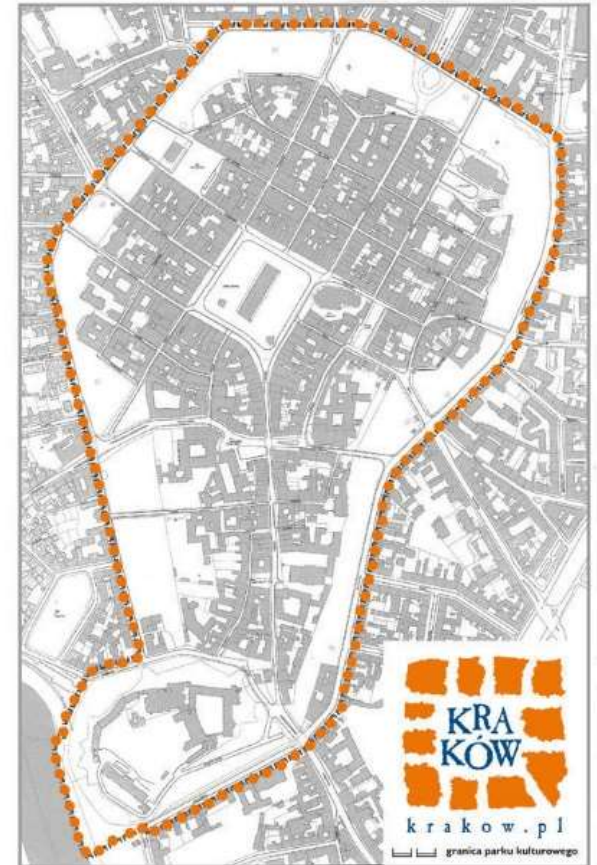
Short term rentals– the key problems in Krakow tourist market

1. Impact on Housing Affordability and Availability
2. Quality of Life for Residents
3. Regulation and Enforcement
4. Tax Revenue
5. Tourism Management and Overcrowding



Culture Park - Restricted Zone

PARK KULTUROWY STARE MIASTO



▶ **Tourism in balance**

- ▶ is not about stopping the flow of visitors, but about finding harmony between tourists, locals, and the environment

Thank you for your attention

▶ robert.pawlusinski@uj.edu.pl

