



**Magiczny
Kraków**

Experts on Tourism convened in Krakow

2017-05-04

Mayor of Krakow Jacek Majchrowski opened the 3rd International Congress on Ethics and Tourism on Thursday, 27 April at the [ICE Congress Centre](#). The Congress gathered international experts - academics, decision makers, representatives of the tourism sector, as well as social and cultural activists. Speakers at the opening ceremony included Minister of Sport and Tourism Witold Bańka and Secretary General UNWTO Taleb Rifai.

Over the last fifty years, tourism has become one of the largest and fastest growing sectors of the global economy. Tourism boosts not only employment and foreign exchange, but it also drives entrepreneurship, rural and urban development in many countries and regions, while reducing poverty, prompting intercultural dialogue and building tolerance.

The 3rd International Congress on Ethics and Tourism aims to explore ways in which the tourism sector can harness the principles of sustainability, shared responsibility and accountability of all stakeholders in developing tourism infrastructure, products and services. It will further showcase good practices of private-public cooperation through policies and strategies based on human rights, transparency and good governance which also takes into account the voice of civil society.