

# The Academy of Sustainable Tourism – Inspiration and Knowledge

## Akademia Zrównoważonej Turystyki – Inspiracje i Wiedza



Ministry of Science and Higher Education  
Republic of Poland

The project is co-financed from the state budget funds  
awarded by the Minister of Education and Science  
under the programme „Science for Society II.”

ISSN 3071-9321



The Sustainable Tourism Academy (AZT) project focuses on supporting individuals in their efforts to participate in tourism. It also aims to assist representatives of the tourism sector, tourism organizations, and local government administrations in effectively guiding trends in the design of tourism service offerings.

In addition, the project seeks to develop mechanisms that bridge the information gap between the demand and supply sides of the tourism sector. Special emphasis is placed on promoting the concept of sustainable development in tourism.

### Tourism from the Perspective of Scientists



**Tourism in Numbers**



**Journeys and Stories**



**Latest News**





# How do Polish tourists perceive sustainable tourism?

In recent years there has been a growing interest in the idea of sustainable development. More and more people around the world are beginning to recognize the threats posed to the environment by the activities of various economic sectors. This change is not without an impact on many industries – especially the tourism sector. It is worth mentioning that in 2019 tourism was responsible for as much as 8.8% of global greenhouse gas emissions (Sun and others, 2024). However, are tourists really aware of the risks resulting from the rapid growth of tourism? Do they understand and support the idea of sustainable tourism? Are they guided by principles of responsibility when traveling – both to the environment and to local communities and their culture? For a better understanding of the survey's results, it is worth first looking at a few key facts.

## Impact of tourism on the natural and socio-cultural environment

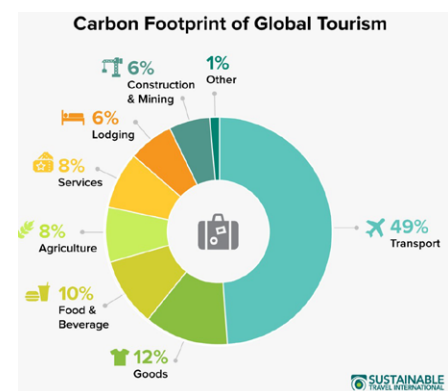


Fig. 1. Carbon footprint generated in the various elements of tourism

Source: <https://sustainabletravel.org/issues/carbon-footprint-tourism/>

A tourist's carbon footprint is generated by transportation (49%),

the purchase of goods and products (12%), and food consumed during the trip (10%). Accommodation generates an additional 6% of CO<sub>2</sub> emissions related to travel (Brajcich, 2020). According to observations, it is transportation that poses the greatest threat to the environment. The World Tourism Organization estimates that carbon dioxide emissions from tourism account for an average of 20% of all transportation emissions worldwide, with air transport additionally accounting for the largest share of CO<sub>2</sub> emissions (40%) (Zaręba, 2020). Accommodation facilities, on the other hand, contribute to environmental degradation through high energy and water consumption, as well as waste generation and food waste. The development of tourism infrastructure also has a negative impact on the natural environment, leading to the reduction of green spaces, loss of biodiversity and pollution of the landscape with waste left by tourists (plastic, glass, cans) (Brajcich, 2020).



Source: <https://www.nationalgeographic.com/science/article/bali-fights-for-its-beautiful-beaches-by-rethinking-waste-plastic-trash>

The dynamic development of tourism simultaneously not only worsens the state of the environment but also poses difficulties for local communities. Among other

things, it leads to the disappearance of the authenticity of the landscape and regional culture, the deterioration of the quality of life of local residents, the commercialization of local culture, the devastation of cultural assets and the seizure of income from tourism by multinational corporations (Zaręba, 2020).

## How to travel responsibly?

Faced with the above-mentioned problems, there is increasing discussion regarding sustainable tourism: a model that combines economic benefits with nature conservation and support for local residents. As defined by the World Tourism Organization in 2017, sustainable tourism is a form of tourism that "takes full account of its present and future economic, social and environmental impacts, meeting the needs of visitors, industry, the environment and local communities" (UNWTO, 2018, p. 15). Responsible sustainable travel primarily involves activities such as:

- choosing less popular tourist destinations;
- choosing sustainable modes of transportation (e.g. public transport);
- choosing eco-friendly lodging options (environmentally certified hotels, agritourism);
- supporting the local community (buying local goods and products, supporting local food services);
- taking environmentally friendly measures both before and during the trip (e.g. conserving water and energy, using reusable items, recycling) (Hammond, 2025).

## Are Polish tourists ready for sustainable tourism?

An analysis of Polish tourists' behavior and attitudes toward the concept of sustainable tourism was conducted in 2023. The survey included 269 respondents who completed an online questionnaire with questions about the frequency of travel by different modes of transportation (airplane, train, coach, camper, etc.), choice of forms of accommodation (hotel, apartment, hostel, etc.)



Source: <https://sustainabletravel.org/how-to-reduce-travel-carbon-footprint/>

and various pro-environmental and pro-local travel behaviors (saving water and energy, using e-tickets, recycling, zero waste principles, supporting the local community, etc.).

The survey sample was diverse in terms of demographics. The percentage of women was 77.7%, men 21.6% (0.7% did not specify gender). The dominant age group was those aged 40–49 (31.97%), followed by those aged 18–29 (30.48%). Tertiary education was held by 69% of respondents. Most of the respondents lived in large cities: 22% in cities with a population of more than 500 000 people, 23% in cities of 50–100 000 people, 20% in cities of 100–500 000 people. 19% of respondents indicated rural areas as their place of residence.

Figures 2–7 show the results of a survey of Polish tourists' behavior and attitudes toward the concept of sustainable tourism. Figure 2 shows the distribution of respondents' answers to the question

„How often do you use the given ways to book accommodation?“, Figure 3 regards answers to the question „How often do you use the given means of transportation to reach your destination?“, Figure 4 deals with the question „How often do you use the given type of accommodation?“ and Figure 5 „How often during a tourist trip do you go to the given food service point?“

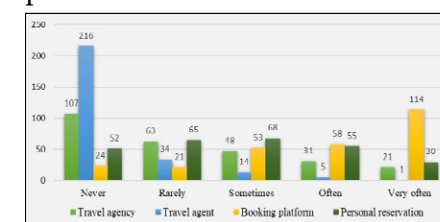


Fig. 2. Distribution of respondents' answers to the question „How often do you use the given ways to book accommodation?“

Source: Stasiak, M. (2023). Study on attitudes and behavior of Polish tourists towards the concept of sustainable tourism (Bachelor's thesis). Wrocław: Wrocław University of Economics.

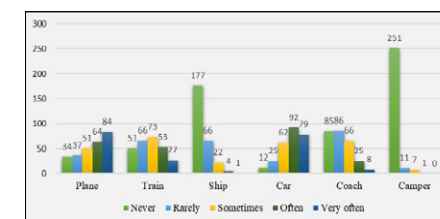


Fig. 3. Distribution of respondents' answers to the question „How often do you use the given means of transportation to reach your destination?“

Source: ibid.

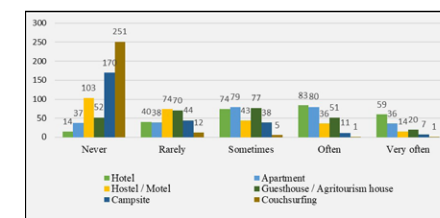


Fig. 4. Distribution of respondents' answers to the question „How often do you use the given type of accommodation?“

Source: ibid.

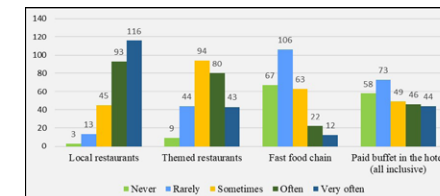


Fig. 5. Distribution of respondents' answers to the question „How often during a tourist trip do you go to the given food service point?“

Source: ibid.

An analysis of the survey results was also carried out taking into account the age categories of the respondents. The variables were measured

on a five-point Likert scale, where a rank of 1 means never, and a rank of 5 means very often. Figure 6 shows the distribution of respondents' answers regarding the frequency of their choice of the indicated method of booking accommodation, while Figure 7 shows their alignment to the concept of sustainable tourism in the actions taken before and during the trip.

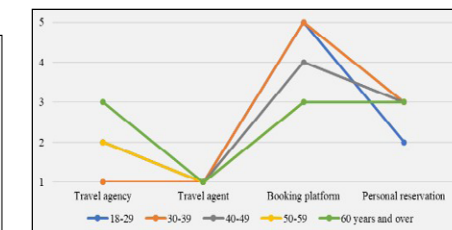


Fig. 6. Distribution of respondents' answers to the question „How often do you use the given accommodation booking methods?“ by age category

Source: ibid.

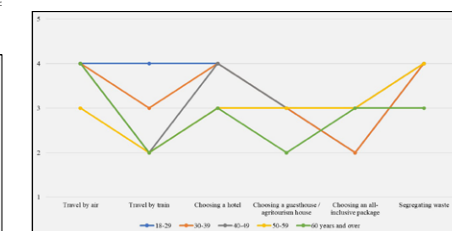


Fig. 7. Distribution of respondents' answers to questions related to the concept of sustainable tourism by age category

Source: ibid.

Based on Figures 2–7, special attention should be paid to respondents' infrequent use of low-carbon modes of transportation, very frequent bookings through online platforms that exceed in-person bookings which support the local economy and the fairly frequent choice of themed restaurants such as pizzerias. On the other hand, it may be encouraging to see a high percentage of people going to local restaurants during a tourist trip, which benefits the local community. However, one in three Polish tourists surveyed often or very often pay for an all-inclusive package, which has a negative impact on the natural environment and brings difficulties to the socio-cultural environment.



An analysis of responses by age group shows that older people are more likely to use travel agencies and all-inclusive packages, while younger respondents prefer online bookings. Those aged 60 and over travel less often by train than younger tourists. Moreover, they segregate waste only occasionally. Thus, it can be concluded that Polish tourists in the oldest age group are less likely to take actions in line with sustainable tourism principles. However, it should be noted that due to the limited number of older respondents, it is not possible to clearly indicate which age group travels most responsibly. Research on a larger and more diverse sample is needed for a more complete evaluation.

Another interesting aspect is the subjective opinions of respondents on practicing sustainable tourism. The majority of respondents (35%) mostly disregard the environmental protection measures of their chosen accommodation. On the other hand, it may be pleasing that half of the respondents (50%) indicated that they usually tend to implement zero-waste principles when traveling. It is also worth noting that 45% of respondents

could not clearly state whether the Covid-19 pandemic had influenced them to travel more responsibly, support local communities and have a greater respect for nature.

The survey results show that the surveyed Polish tourists partially implement the principles of sustainable tourism. Both environmentally friendly activities and traditional consumption habits can be seen in their behavior. The analysis recognized that the responses of the respondents indicate a high potential and willingness to implement the principles of environmentally and locally friendly tourism. At the same time, specific areas for improvement were identified – such as the gradual abandonment of CO<sub>2</sub> emissions by choosing low-emission modes of transportation and greater public awareness of supporting the local economy.

In the context of the development of the tourism sector, these results are significant for several reasons. First, they indicate that Polish tourists surveyed say they are ready for more sustainable travel. This is a good signal for the industry – there is a customer base willing to choose eco-frien-

dly services (e.g., certified hotels or eco-friendly travel agencies). Second, the survey confirms that implementing sustainable tourism principles can benefit both the environment and the economy. The analysis shows that changing travel habits is possible, though it requires conscious planning and education.

It should be noted that the survey conducted cannot be generalized to the entire population, as it is not representative, due to non-random sampling, among other reasons. However, the results of the survey provide a strong basis for further analysis of Polish tourists' attitudes and behavior in the context of sustainable tourism.

Implementing solutions that foster sustainable tourism, such as promoting environmentally friendly modes of transportation, selective waste management or supporting local suppliers, can benefit both the environment and local communities in the future. Let's think about our next trip! Let's choose consciously and take care of our planet together!

**Marta Stasiak**

Student at the Wrocław University of Economics and Business

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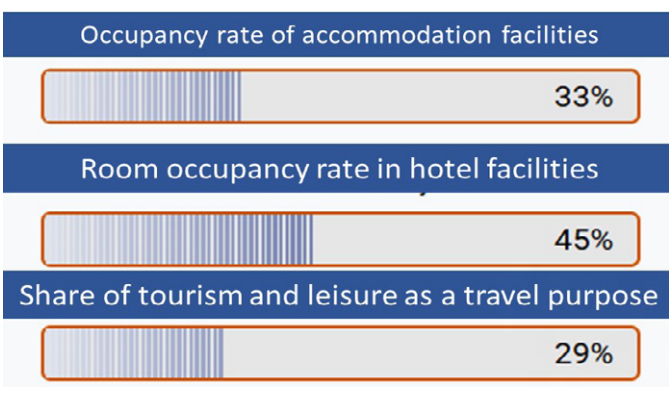
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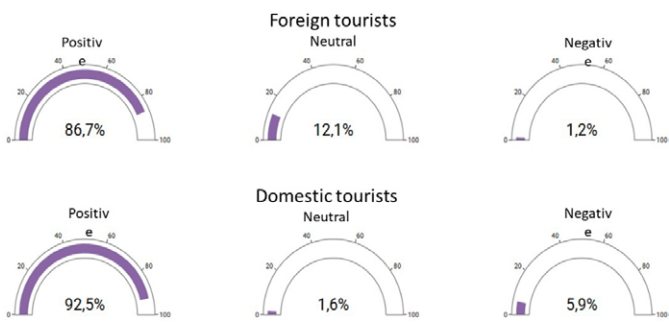
1. According to the *Wiadomości Turystyczne* portal, **Rainbow Tours S.A.**, a company listed on the Warsaw Stock Exchange, has published its financial report for the first four months of 2025. The company's standalone revenue from sales for the period from January 1 to April 30, 2025, amounted to PLN 1,028.7 million, representing an increase of approximately 15.5% compared to the same period in 2024. Meanwhile, the consolidated revenue of the Capital Group, on a cumulative basis for the same period, rose to PLN 1,040.5 million, indicating a year-on-year growth of around 16%.



2. The Central Statistical Office published information on tourism in Poland in March 2025 in Report Tourism+.



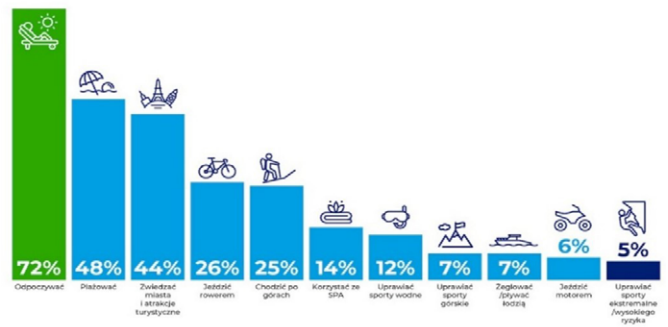
According to the Central Statistical Office, tourists were satisfied with the accommodation facilities in Poland.



Tourist sentiment data for visitors staying in accommodation facilities were obtained through web scraping from selected reservation platforms offering lodging in Poland.

3. In April 2025, experts from the Rankomat.pl comparison platform conducted a survey examining Polish citizens' preferences regarding their holiday plans. The study explored not only the preferred forms of holiday leisure but also the anticipated expenditure associated with vacation planning.

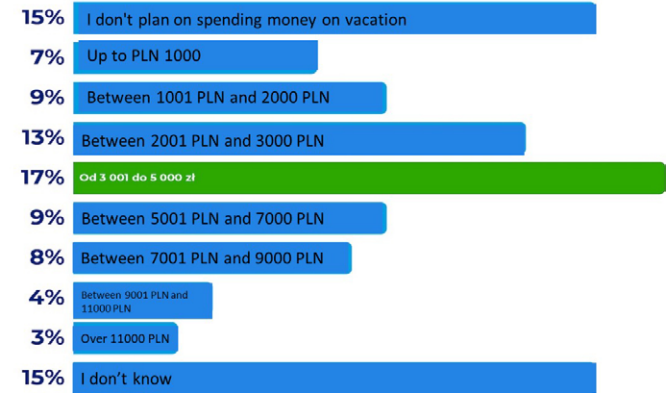
**What do Poles plan to do on vacation?**



The first chart shows Poles' plans for the upcoming holidays:

- 72% of respondents plan to relax
- 48% to sunbathe
- 44% to visit cities and tourist attractions
- 26% to ride a bike
- 25% to hike in the mountains
- 14% to use a SPA
- 12% to do water sports
- 7% to sail
- 6% to ride a motorbike
- 5% to do extreme sports

**How much will Poles spend on vacation?**





# Ethiopia – a very general and personal overview



## ETHIOPIA

Source: pl.freepik.com

### Ethiopia, Ethiopia...

Each time I took a sip of Ethiopian coffee – Yerga Chaffe or Sidamo Bensa – I toyed with the idea of going there and seeing for myself if the coffee plantations were as sustainable and fair trade as the labels claimed.

I've just come back and still cannot get my head around what I saw and experienced.

Ethiopia is a vast and diverse land with an ancient heritage, breathtaking landscapes and excruciating poverty. It has been torn apart by violent external and internal conflicts, contradictory interests, refugee and internal displacement crisis as well as climate hardship. It is swarmed with unpredictable militia groups. There, solo travelling takes time and luck. There were three of us. We followed the usual white tourist route from Addis Ababa to the Simien Mountains, to the rock-hewn churches of Lalibela, to hidden monasteries of Gheralta, to the Danakil Depression with its lava spewing volcano Erta Ale, to the Omo River and back to the capital along the lakes of the Afri-

can Rift. To get deeper insight, we chose to do some of the northern travel by ourselves taking public transport and staying at pretty, low budget hotels.

Not having seen other African countries, I can only guess Ethiopia

is as African as it can possibly get, strengthening the stereotypes African academics have been trying to combat.

Still, if you allow yourself to venture out of the protective umbrella of a travel agency, you are in for a bewildering experience.

Ethiopia is on its feet. Except for the capital city and some other smaller regional towns (Mekele, Gondar, Arba Minch), there are no private cars on the roads. The most common vehicle is a wooden two-wheel cart pulled by donkeys. Otherwise, people either squeeze themselves into buses, minibuses or bajajes (the local name for tuk tuks, nicknamed blue virus) or simply walk. They are bound to carry stuff on their backs, be it eucalyptus sticks widely used for house structures and fences, straw, banana leaves or brushwood. Wherever you go, women and girls walk long distances with 20-liter yellow plastic containers to get water. Everywhere. All around the country.



Source: Author's private photos



Source: Author's private photos

Men carry guns.

While driving, you cautiously navigate your way around those walking people and millions of farm animals that accompany them.

Ethiopia has eyes. With its population of 130 million, the country, as big as it may be, does not seem to offer much of an empty unsupervised space. A white person is watched. Wherever you go, in the midst of what seems to be the most hostile environment, there is always a settlement, a single straw hut, a shelter built of rubbish, and eyes watching closely every step you take. Hiking in the Simien Mountains, you can expect to be followed by silent stalkers with soft drinks and mules. While in the South, the land inhabited by famous tribes, the moment you venture into the bush to take a picture or to pee, inevitably there will be armed warriors waiting for you on the road demanding payment for trespassing on their territory.

Ethiopia is a very young society, the median age being 18.9 years. As a result of the recent 2020–22 war with Tigray, more than 35% of children are out of school. They either work tending herds, carrying water, looking after their baby siblings

or loiter around on the lookout for white foreigners, ready to beg or push hand-made souvenirs at them.

Ethiopia has no respect for your personal space. You must brace yourself to be constantly dragged out of your comfort zone, touched, prodded and nudged. Hardly ever are you left alone.

Still, however uncomfortable and disconcerting the trip was, all throughout I felt truly privileged to have a chance to see and experience the treasures the country has to offer. The cultural heritage is overwhelming, the landscapes are beautiful, the way the people live is hard to comprehend. As the process of civilizing the Omo River tribes is already on its way and big businesses start operating, you also know this world is doomed to disappear.

Eventually, we didn't visit any coffee plantations, so I'm left with no sufficient information about the coffee trade. It is a reason to go back, I guess.

**Dagmara Stempniewicz**  
– traveler



Source: Author's private photos



# ASR 2025 – „SILA” Edition



**Auto Stop Race (ASR)** is the largest student hitchhiking competition in Europe, annually attracting hundreds of enthusiasts of travel, adventure, and unforgettable experiences. The 2025 edition, titled „SILA”, was inspired by the region in which the final stage of the event was held. This year, over **1,500 participants** took part in the race: 500 pairs hitchhiked to the final destination, while approximately 500 additional attendees – referred to as supporters – reached the location independently and joined a week-long celebration filled with various attractions.

## Behind the Scenes: Organizing the Experience

As a member of the organizing team, I had the opportunity to depart on the first preparatory bus on April 23. Our role was to establish the event infrastructure at the final destination – setting up the campsite, coordinating logistics, and ensuring the comfort and safety of all participants. We arrived on April 24, while the remaining team members stayed in Poland to oversee the official race launch. Once the race commenced, they joined us at the finish line.

Serving as an organizer entailed significant responsibility. Each day was densely packed with tasks from early morning until late at night, and rest was a rare luxury. However,

the energy, gratitude, and enthusiasm expressed by participants made every effort worthwhile. Their appreciation – manifested through smiles, kind words, and encouragement – was deeply motivating and reinvigorated the team, even amidst fatigue.

## The Event Unfolds

On Sunday, after approximately 29 hours of travel, the first hitchhiking pair arrived at the finish line. They were warmly welcomed with champagne and formally checked in. That evening, a celebratory party was held in their honor.

The weather throughout the week was ideal, with sunshine each day, allowing attendees to fully enjoy the beauty and ambiance of the destination. Daily programming included a wide range of activities:

- **Pool Parties** (11:00 AM–4:00 PM): Featuring DJs, music, and recreational swimming.
- **Beach Activities:** Beer yoga and Zumba sessions were held in the mornings before day parties.

## Evening Themed Events Included:

- **Monday:** Summer Beach Party
- **Tuesday:** Night Pool Party
- **Wednesday:** 00's Chill Zone Party
- **Thursday:** Neon Party with UV effects and a live concert by an Italian band
- **Friday:** „Beach Please” – featuring Holi powder, foam party, and even a snowball fight
- **Saturday:** ASR Final Concert with performances by Mr. Polska and Młody Klakson, followed by an awards ceremony for the top 10 pairs and acknowledgements of the organizing team

## Beyond a Race

ASR is not solely about hitchhiking and nightlife. It is a community-oriented space that brings together young individuals with shared passions and open-minded attitudes. Within a few days, many participants forge lasting friendships and develop a sense of belonging.

The event also featured a diverse program of educational and social activities, including:

- Lectures and creative workshops (e.g., handpan music)
- Sports tournaments and improvisation classes
- Stand-up comedy shows, pub quizzes, bingo, speed dating
- An interactive field game

There was truly something for everyone.

## A Memorable Edition

**ASR „SILA” 2025** exceeded all expectations – both in terms of organizational execution and the remarkable atmosphere created by participants. It stood out as one of the most professional and memorable editions in the race's history. A week filled with laughter, dancing, sunshine, emotion, and shared experiences left a lasting imprint on all involved.

For the organizing team, it was a demanding yet incredibly rewarding challenge. Witnessing participants' joy and receiving their heartfelt thanks provided the most meaningful compensation for months of meticulous preparation.

This was more than a journey. It was the adventure of a lifetime.

**Antoni Mofina**

Student at the Wrocław University of Economics and Business

The editorial team of the *Wiadomości Turystyczne* portal is organizing, for the 14th time, a competition recognizing the most outstanding initiatives promoting Polish tourism products – **The Rose of Regions 2025**. As stated on the organizers' website:

*The aim of the Competition is to identify and promote the most effective and creative Polish tourism promotion projects, while fostering the highest standards in the design and development of local tourism products.*

Awards are granted to the creators of the most compelling publications, mobile applications, films, and promotional campaigns that successfully showcase the cultural, natural, and experiential values of regions, cities, villages, local attractions, and tourism products.

The competition is open to local government units as well as local and regional tourism organizations.

**The Rose of Regions 2025 Awards Gala** will be held on October 3, 2025, during the opening of the International Tourism Fair Tour Salon in Poznań.

On June 28, 2025, the Lower Silesian Tourist Organization, in collaboration with the Naturum Educational and Tourist Center in Ruda Śulowska, will host the third edition of the outdoor event entitled „Tourist Opening of Holidays in Lower Silesia.”

The event is designed not only to promote the tourist attractions of Lower Silesia, but also to contribute to the development and recognition of the Lower Silesian tourism brand. Additionally, it serves as an invitation to spend leisure time actively in this picturesque region.

The organizers have prepared a wide range of activities, including:

- A family field game, encouraging participants to explore the region through engaging tasks.
- A cycling rally through the scenic landscapes surrounding Ruda Śulowska.
- Melex (electric cart) tours of the Milickie Ponds—one of the region's most significant natural attractions
- A children's play zone.
- A foam party designed especially for the youngest participants.

From May 23 to 25, 2025, the 13th edition of the **Weekend Tourism Fair „Attractions of the Regions”** was held at Duża Łąka in Silesian Park, Chorzów. The event featured a diverse and engaging program that drew numerous exhibitors from across the region. A highlight of the fair was the Fair Studio, hosted by Marek Szołtysek, where invited guests discussed topics

related to tourism, local attractions, and regional culinary specialties.

Wrocław has joined the ranks of Polish cities recognized by the MICHELIN Guide, becoming the fifth location in Poland—after Warsaw, Kraków, Poznań, and the Tricity (Gdańsk, Gdynia, and Sopot) – to have its culinary scene evaluated by the Guide's anonymous inspectors. The official list of recommended restaurants will be announced on June 10, 2025. This expansion of the selection reflects ongoing cooperation between the Polish Tourism Organization and the MICHELIN Guide team aimed at promoting Polish cuisine and supporting the international development of culinary tourism in Poland. Inspectors who visited Wrocław discovered a diverse gastronomic offering, ranging from Spanish to Korean cuisine. However, they were particularly impressed by innovative reinterpretations of traditional Polish dishes, rooted in local flavors and culinary heritage. Many restaurants incorporated elements of Silesian cuisine, with chefs proudly highlighting regional ingredients and crafting an authentic and coherent culinary narrative of the area. The city itself also made a strong impression on the inspectors. Wrocław's vibrant, youthful energy – characterized by openness, creativity, and a dynamic cultural life – was noted as being closely linked to its large academic community and modern, inclusive atmosphere.

Source: <https://turysci.pl>



On May 30, 2025, a lecture was held at Wrocław University of Economics for participants of the University of the Third Age. The session was delivered by Dr. hab. Agnieszka Stanimir, Professor at the University of Economics, and Dr. Klaudia Przybylsz.





The lecture, entitled „How to Travel Responsibly: Sustainable Tourism in Practice,” formed part of the activities within the Academy of Sustainable Tourism project. Its primary objective was to promote the project’s goals by introducing participants to the concept of sustainable tourism, presenting practical ways to incorporate it into their own travel practices, and discussing challenges observed by senior travellers. The meeting took the form of a lecture combined with a social gathering featuring refreshments during which participants actively shared their travel experiences and highlighted the issues they commonly encounter. At the conclusion of the event, attendees completed a brief survey designed to gather insights into their attitudes toward sustainable travel, their travel preferences, needs, and aspirations. The results of the survey will be published in the upcoming issue of the project newsletter.



During the National Academic Conference „Cities of the Future – The Future in the City”, held on June 5–6, 2025, at the University of Economics in Katowice, the project team of the *Academy of Sustainable Tourism* organized a debate within the framework of the Expert Forum entitled „Urban Tourism of the Future – Between Sustainable Development and the Needs of Different Generations”.

The debate brought together representatives from various sectors involved in tourism. The public sector was represented by **Dominik Borek**, the Director of the Department of Tourism at the Ministry of Sport and Tourism. Academic experts included **Dr. hab. Marcin Feltynowski**, Professor of the University of Łódź (Department of Local Government Economy, a specialist in spatial economy and regional development), **Dr. Artur Ochojski** (University of Economics in Katowice, Department of Strategic and Regional Studies, Head of the Urban Economy and Real Estate program), and Prof. **Dr. hab. Janusz Słodczyk** (University of Opole, a Polish geographer and economist specializing in economic geography and spatial planning).



The business and tourism sectors were represented by **Joanna Siedlaczek-Pluta** (an entrepreneur and tourist guide in the Nikiszowiec district), **Kamil Witor** (General Manager, Silesia Trip & Hotels), and **Karolina Będkowska** (a representative of the hotel industry, MOXY Katowice Airport, Marriott International). The unifying element of the tourism sector – tourism organizations – was represented by **Marcin Iwan** from the Regional Tourist Information Center in Katowice.

The debate was moderated by **Grzegorz Osiecki**.



### Educational Workshops for Primary School Students – Responsible Travel from an Early Age

May and June were rich in informational and promotional activities implemented as part of the Academy of Sustainable Tourism project. Following the expert forum and the lecture for senior citizens at the University of the Third Age in Wrocław, the time came to reach a new target audience – primary school students.

On June 9 and 16, 2025, educational workshops were held for pupils in primary schools in Pabianice and Nowy Gaj. The sessions were led by researchers from the University of Łódź – **Dr Justyna Mokras-Grabowska** and **Dr Aleksandra Mroczek-Żulicka** from the Faculty of Geographical Sciences – in cooperation with the project team.

The meetings were held under the theme „How to Travel Responsibly: Sustainable Tourism in Practice” and consisted of two parts:

- an introductory lecture concluded with a short quiz featuring prizes,
- and an interactive workshop session.

During the workshops, students worked in groups to develop ideas for organizing a responsible trip in



their town and surrounding area, tailored to a randomly assigned target group (e.g., seniors, high school students, or office workers). The task was structured as a competition and assessed for its alignment with the Sustainable Development Goals. The most sustainable project was awarded a set of project-related gifts.

The workshops were attended not only by students but also by teachers, who actively supported the pupils during group work and shared valuable reflections on teaching responsible travel.

We extend our sincere thanks to the **Statistical Office in Łódź**, which supported our initiative by providing promotional and educational materials. These

were distributed among the quiz participants and shared with teachers attending the sessions.

These school-based activities exemplify the project’s ongoing commitment to fostering knowledge and attitudes that support conscious, responsible travel – starting from the earliest stages of education.



A recent publication authored by two members of the project team – **Dr hab. Agnieszka Stanimir**, Prof. UE, and **Dr hab. Elżbieta Rodzko-Wójtowicz**, Prof. UŁ – has just been released. We are pleased to share a summary and an image of the cover. The book is available in open access, and we warmly encourage you to explore its contents. Abstract

Tourism is a sector of strategic importance that necessitates public policy support, investments in innovative technologies, and sustainable development strategies. This monograph underscores the critical role of tourism as an essential component of the global economy while highlighting its impact on society, the environment, and its contribution to achieving sustainable development goals.

Drawing on public statistical data regarding the tourism sector in Poland, Europe, and globally from 2010–2023, the study provides a comprehensive assessment using specialised indicators tailored to the sector and multidimensional statistical analysis (MSA) methods. MSA methods allow for excellent internatio-



nal, regional, intra-sectoral or dynamic comparisons. These methods enable the search for hierarchies or classifications of objects and dependencies in choice sequences.

Tourism plays a pivotal role in the economy, generating a significant share of global GDP and providing substantial employment opportunities. However, in Poland, its share of GDP is lower than in other European countries, despite the country's abundant natural and cultural resources, which could serve as a robust foundation for its development.

The COVID-19 pandemic had an unprecedented impact on the global tourism sector. In 2020, public health restrictions, border closures, and reduced international mobility led to the collapse of the tourism market, reflected in the drop in tourism's contribution to global GDP from 10.4% in 2019 to just 6.23% in 2020. In Poland, as in other European countries, there was a significant decline in the number of international tourists. However, the growth in domestic tourism during the second half of 2020 partially offset the losses, underscoring the importance of the sector's flexibility and adaptability to global crises. Recovery processes required the implementation of new technologies, strategy modifications, and the adaptation of offerings to changing conditions – key elements analysed in this monograph.

The choice of this monograph's subject matter is justified by the importance of tourism as a sector with significant economic influence, alongside the necessity of understanding the mechanisms of adaptation and recovery in the face of global crises such as the COVID-19 pandemic. This analysis is particularly relevant for Poland, where substantial potential exists for tourism development, but comprehensive strategies are also required to improve the sector's competitiveness relative to other countries.

The monograph aims to provide a detailed assessment of the dynamics of tourism sector development in Poland within a global and European context. Key research areas include economic, social, and cultural dimensions, with a focus on the impact of global crises such as the COVID-19 pandemic.

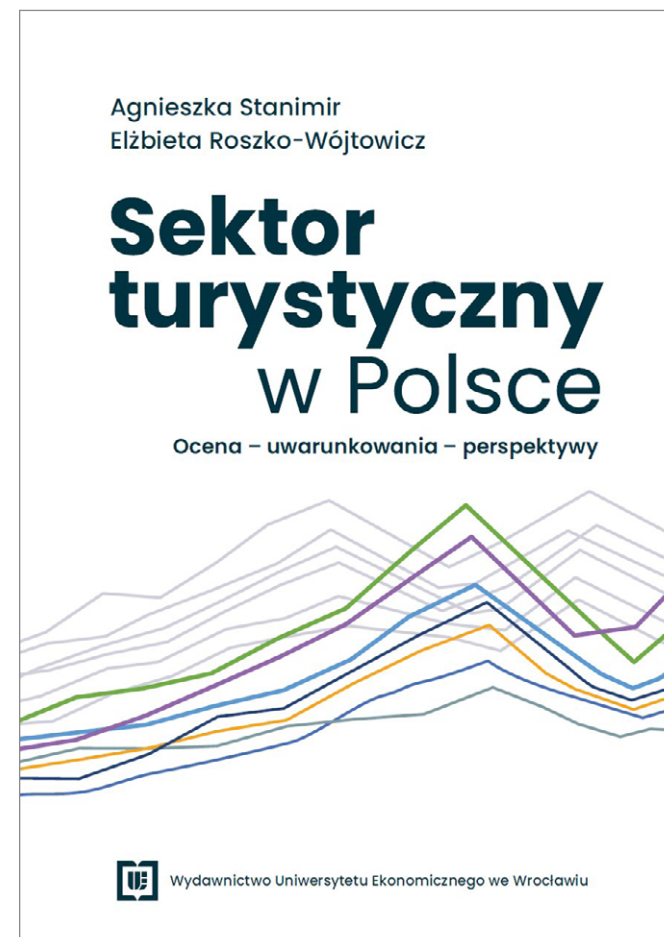
The monograph also examines issues of seasonality and the internationalisation of the tourism sector, highlighting the need to adapt offerings to changing tourist expectations and to introduce innovative technological solutions. The importance of tourism in achieving sustainable development goals is emphasised, particularly in the face of contemporary challenges such as climate change and population ageing.

#### Key Objectives:

1. Analysis of Tourism's Impact: Examining the influence of tourism on the economies of Poland, Europe, and the world before and after the COVID-19 pandemic.
2. Assessment of Recovery Processes: Evaluating the reconstruction of the tourism sector in response to global crises.
3. Identification of Growth Opportunities: Exploring the potential for tourism development amidst changing technological, social, and climatic trends.

A comprehensive research approach was employed, incorporating data from inter-national organisations such as UNWTO, WTTC, OECD, and Eurostat. The analysis utilised tourism development indicators, including Baretje-Defert, Charvat, and Schneider indices. Among the MSA methods, hierarchical classification, basket analysis, and a taxonomic development measure based on the results of the TOPSIS method were used.

The findings provide actionable recommendations for policymakers and practitioners in the tourism sector, including the development of sustainable tourism, support for regional tourism initiatives, and adaptation to global challenges.



#### o nas

FUNDACJA PROWADZI DZIAŁANIA NA RZEC WZROSTU KONKURENCYJNOŚCI MAŁYCH I ŚREDNICH FIRM, ORAZ WSPIERANIA ROZWOJU PRZEDSIĘBIORCZOŚCI, W TYM AKADEMICKIEJ PRZEDSIĘBIORCZOŚCI INNOWACYJNEJ.

Fundacja Uniwersytetu Łódzkiego od 2007 roku zajmuje się komercjalizacją wyników badań naukowych i prac rozwojowych prowadzonych na Uniwersytecie Łódzkim oraz know-how związanego z tymi wynikami, oraz wspiera działalność Uniwersytetu Łódzkiego w zakresie kreowania, transferu i zarządzania nowoczesnymi technologiami.

Fundacja posiada wieloletnie doświadczenie w ocenie potencjału innowacyjnych pomysłów biznesowych, oraz w pomocy pomysłodawcom w ich rozwoju i wprowadzaniu na rynek. Realizujemy usługi doradcze i eksperckie oraz szkoleniowe dla osób indywidualnych i firm. Pomagamy w pozyskaniu finansowania na wdrażanie innowacyjnych produktów i usług. Świadczymy usługi doradcze w pozyskiwaniu środków krajowych i unijnych na badania i rozwój, także we współpracy na linii uczelnia – biznes.

#### Bieżące Projekty

Robo Camp UŁ

Kosmos widziany z Łodzi 2

Badania performatywne wobec wyzwań cywilizacyjnych

„Badania Performatywne” – dofinansowanie wkładu własnego

Akademia Zrównoważonej Turystyki

Kosmiczna Łódź

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