

Dear Sirs,

I have the pleasure to inform you that the City of Krakow is launching a series of biennial international conferences on tourism in historical cities. The *Historical Cities 3.0* programme will be inaugurated with the conference entitled *Citizens and Visitors – in Search of Quality and Comfort*. Organized under the auspices of the Organization of World Heritage Cities, the meeting will take place on the March 1st to 2nd, 2018 at the ICE Congress Center in Krakow. I cordially invite you to participate in this unique event.

Centuries-old heritage of historical cities and their rich tourist offer integrate regional economies. At the same time, heavy tourist traffic impacts the functioning of cities. We now face the challenge of reconciling diverse interests of residents, businesses and tourists that makes tourism management increasingly difficult. Yet, local sustainable development strategies should continue aiming at high quality of both: resident life and visitor experience. The Krakow conference will feature presentations of case studies concerning selected European cities, as well as the following expert panels: GOOD LIFE VS. ATTRACTIVE DESTINATION, SMART CITY – FOR WHOM? and A 24-HOUR CITY. I believe that you may find the issues discussed interesting and hope that you will also be willing to share your experiences with other participants of the conference.

I hope the *Historical Cities 3.0* programme will result in closer cooperation of cities which will support each other in the face of growing problems in the tourism sector. I also believe the conferences will result in specific joint projects and become a broad forum for the exchange of information and good practices which will soon start operating as an Internet platform. I am convinced these can be valuable tools supporting the management of historical cities.

To join us in Krakow, please fill in the registration form at: www.historicalcity.eu by February 15th, 2018. A draft of the letter of intent, you will be invited to sign during the conference, is now available on the conference website.

Enclosed please find the conference program. Should you have any questions concerning the event please contact us at: +48 12 616 60 77; e-mail: convention@um.krakow.pl

With best regards,

Jacek Majchrowski
Mayor of Krakow