ERASMUS+
VET

PROJECT RESULTS DISSEMINATION CONFERENCE
"FUTURE SKILLS IN THE TOURISM SERVICES INDUSTRY"

TOURISM ROADMAP COMPETENCES, CERTIFICATION. GROWTH.

18 September 2026 • 9:30–13:00

Krakow University of Economics
ul. Rakowicka 27
Room G13 (Building G)

Admission free · register at
rekrutacja.drogowskaz@gmail.com

FUNDACJA Drogowskaz

WWW.FUNDACJADROGOWSKAZ.PL

CONFERENCE PROGRAMME

Navigating the Future of Tourism

18 September 2026 | 9:30–13:00 | Cracow University of Economics | Room G13 (Pavilion G)

9:30–10:00 Registration of participants

10:00–10:15 Opening of the conference – future skills in tourism
Anna Salamończyk-Mochel President of the Drogowskaz Foundation, Vice-President of the Polish Tourist Organisation in 2020–2024

SESSION I | DIAGNOSIS

10:15–10:40 What does the tourism industry need today?
Report on skills gaps among tourism sector staff
Map of skills gaps in Poland and Bulgaria, with a presentation of good practices.
dr hab. Anna Budzanowska, Cracow University of Economics, founder of the TenderPro administrative start-up

SESSION II | RESULTS

10:40–11:15 DROGOWSKAZ – Skills. Certification. Growth.
Presentation of the handbook and three educational packages: sustainable, accessible and product tourism
dr Marcin Surówka, ANS in Nowy Targ, Rector's Plenipotentiary for Accessibility
mgr Magdalena Stusińska-Krywalska, trainer and expert in the HOReCA industry, creator of practical educational programmes
mgr Anna Salamończyk-Mochel, President of the Drogowskaz Foundation

11:15–11:30 Coffee break

SESSION III | WORKSHOPS

11:30–12:55 DROGOWSKAZ IN PRACTICE – three workshop tables

TABLE 1 | SUSTAINABLE TOURISM
ESG in practice – from major strategies to small-scale actions

TABLE 2 | PRODUCT TOURISM
Taste, aroma, history – how to create an experience customers will remember?

TABLE 3 | ACCESSIBLE TOURISM
Technology that opens up opportunities – TenderPro in practice

12:55–13:00 Summary and closing of the conference

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