



**Ministry of Sport and Tourism
of the Republic of Poland**



PROTOCOL
on co-operation in the field of tourism of
the Ministry of Sport and Tourism of the Republic of Poland,
the Ministry for Regional Development of the Czech Republic,
the Ministry of Local Government of the Republic of Hungary
and the Ministry of Economy of the Slovak Republic

Republic of Poland, i.e. the President of the Visegrad Countries in 2008 – 2009, has organized the 2009 High Level Meeting with the representatives of the Ministry of Sport and Tourism of the Republic of Poland, the Ministry for Regional Development of the Czech Republic, the Ministry of Local Government of the Republic of Hungary, and the Ministry of Economy of the Slovak Republic, hereinafter referred to as the Parties.

The Undersecretary of State of the Ministry of Sport and Tourism of the Republic of Poland, Mrs. Katarzyna Sobierajska, was the chairman of the 2009 High Level Meeting.

The delegations met on 5th and 6th of March 2009 in Cracow, Republic of Poland.

The Meeting was also attended by the Presidents and General Directors of the National Tourist Organizations from the aforementioned countries.

The Parties have expressed their satisfaction with the intensive tourism co-operation in the field of tourism among the Visegrad Countries. At the same time the Parties have pointed out their deep concern with the world economic slowdown and its negative impact on the tourism sector. Having regard to the particular importance of the tourism industry to the economy of our countries the Parties have decided to undertake several steps and agreed upon the following:

1. The Parties shall meet regularly in order to exchange information concerning tourism related activities, strengthen their mutual relations as well as exchanging knowledge about the anti-crises activities and solutions.
2. The Parties shall co-operate to increase the tourism flow from the third, especially overseas, countries to the Visegrad Countries, by elaborating joint marketing plans, as well as organizing joint marketing activities on these markets.

3. The Parties shall increase the marketing and promotional activities in the Russian Federation, People's Republic of China, the USA and Japan. Furthermore, the possibilities of carrying out activities in the new Asian and South America markets are to be examined.
4. The Parties shall continue their work in order to improve the common website (www.european-quartet.com) and its language versions in English, Japanese, Chinese and Russian.
5. Detailed marketing activities are attached as a Marketing Plan of the National Tourist Organizations for the year 2009.

Signed in Cracow, Republic of Poland on the 6th of March 2009, in four original copies in English.

On behalf of
The Ministry of Sport
and Tourism
of the Republic of Poland

On behalf of
The Ministry of Regional
Development
of the Czech Republic

On behalf of
The Ministry of Local
Government
of the Republic of Hungary

On behalf of
The Ministry of Economy
of the Slovak Republic

