



## Innovation in Rural Tourism in Ukraine Pilot Projects

### PROJECT TITLE

DEVELOPING  
SUSTAINABLE RURAL  
TOURISM – CAPACITY  
BUILDING FOR RURAL  
DEVELOPMENT LEADERS

### INDEX

Monitoring Visits

IBPP Conference

Project Conference

Pilot Projects - Photo Album

For more information on our  
Project please visit :

<http://www.euracademy-urtl.org>

Project Funded by the E.C



LEAD PARTNER



PARTNER



### Monitoring visits to Pilot Project locations, May 2007

#### Innovation suits Ukraine

During May 2007 three European experts in sustainable tourism development visited 10 pilot projects located in various parts of rural Ukraine and monitored their progress, offering support and advice to the project promoters. The trips were demanding as time was short and distances in Ukraine are hard to cover. Nevertheless the project experts were welcome by the pilot project promoters in the typically warm Ukrainian way, eager to talk about their projects and give them a taste of rural Ukraine during their visits.

Experts had a lot to talk about with the promoters: besides project progress, they monitored how progress had been achieved, whether the action plans that have been set in place were implemented and if the set goals had been achieved. They also identified problems in the implementation of the projects and gave advice.

The experts returned with positive feelings regarding the future of the pilot projects as some of them had clearly showed that were being implemented on a solid basis by devoted promoters. Project promoters showed professionalism and a good understanding on how to identify and overcome the various hurdles of setting up a sustainable rural tourism project in a developing country like Ukraine. This gives us a good reason to think positively for the future of these projects. Having established an active relationship with the project for over a year, pilot project promoters are being considered as members of the transnational project team and will be supported after the end of the project.



Below are some comments from the experts regarding their visits:

#### *Dr. Marko Koscak*

Year 2008 will be the year of Tourism and Resorts in Ukraine (declared by the President). In this light it will be very important to attract key national and international players to attend the final Conference of the project in September and allow both EURACADEMY experts and participants to present their experiences in order to gain some further attention and support for the implementation of pilot projects. It will be pity if all the energy and know-how gathered during this project will not get final approval and notice by national and international bodies which can (possibly) further assist the implementation of the projects started by the participants.

### Dr. Klaus Ehrlich

The general expectation or attitude from the side of the promoters still seems to expect direct financial support or funding. This situation is well known for me because it is identical in most southern European countries like Spain, Greece, or Italy where public subventions, grants, or subsidies have a historically important role in rural areas. Such confusion between "investment" and "development" is frequently at the heart of failures in planning policies. To overcome this purely financial expectation towards outside assistance is a critical task because money never will help to overcome the main constraint to development: the mind and mentality of people. Two pretty contrasting examples amongst the three visited, are proof for this. Especially in rural tourism, efficient and pragmatic management of existing resources is usually a lot more effective and generates more income than traditional investment-based projects. *If we achieved an – even small – shift and change in this mentality through the project, more was done for long term sustainability of projects than providing big investment grants.*



### Dr. Ela Strzelecka

Lack of financial resources is one of the main constraints as project promoters are trying to find additional funding but the results have not been very successful. Moreover not all regions have a regional strategy that includes tourism and thus makes it difficult to prepare tourism development proposals, without a solid planning basis.

### IBPP Closing Conference, 19 July 2007, Kiev

In July the project team attended the Closing Conference of the Tacis Institution Building Partnership Programme (IBPP). IBPP is a programme of the European Commission in the context of EuropeAid, run in Ukraine by the E.C national Delegation. TACIS IBPP co-finance several projects in Ukraine, one of which is this project.



During the conference the project team had the opportunity to meet colleagues from Ukraine and Europe, talk with members of the Delegation and get to know more about other projects implemented in Ukraine. Vassilis Tspidis, transnational project coordinator from Euracademy Association and Tetyana Pashchenko, national project coordinator from the Carpathian Foundation, Ukraine office, presented the project: Developing Sustainable Rural Tourism – Capacity Building for Rural Development Leaders, receiving a lot of attention by other conference participants.



ECORYS of Netherlands, the organisation which evaluates the IBPP actions in Ukraine, presented a very useful initiative, the creation of a web-portal for all IBPP projects, where each project can showcase its results, news and activities, providing ample space for networking among project partners. The portal can be reached at <http://www.ibpp.org.ua/> and soon all the results of this project will be uploaded there.

! Please visit our website <http://www.euracademy-urtl.org> for more information on the project background and activities

### End of Project Conference, 12 September 2007, Kiev

This is the big moment for the project! The project is coming to an end and the project team is preparing to present the results, as a lot of interesting and useful things have happened during the two years' duration of this project.

To conclude the project, a conference is being organised in Kiev on 12<sup>th</sup> September 2007 at the Hotel Bratislava. The conference will be attended by project participants, European experts on sustainable rural tourism development, Ukrainian NGOs and representatives from local, regional and national authorities. The conference will be a good opportunity to talk about the development of Rural Tourism in Ukraine, the current status of development as was reflected through the project activities and the issues encountered by project participants and pilot project promoters as the project progressed. Hopefully a constructive debate will be generated, drawn from the local and European experience focused on the development prospects of sustainable rural tourism in Ukraine.

Project participants, who are professionals from rural areas of Ukraine, have shown so far that they are a group of highly

competent and determined people, willing to learn and take forward rural tourism in their areas.

The pilot projects, some of which have shown great progress so far, will be presented during the conference, giving their promoters the chance to showcase their achievements and attract attention from Ukrainian NGOs and regional and national authorities for further support.

Don't miss your chance to attend this conference. For more details on the venue log on to the project's website or contact [tetyana.pashchenko@carpathianfoundation.org](mailto:tetyana.pashchenko@carpathianfoundation.org).

See you in Kiev!



! Please visit our website <http://www.euracademy-urtl.org> for all latest conference news and updates

### Pilot Projects – Photo Album

Some of the pilot projects have progressed a lot since the project team first met with their promoters.

The pilot project promoters come from various parts of Ukraine, although most of them are located in the Ivano-Frankivsk region, in the Ukrainian Carpathians, as rural tourism already exists there for a couple of decades and people have been very receptive and efficient regarding further development.

Below we provide a photo album with photos from the projects and a brief description of each. Unfortunately not all of them can be accommodated in this issue of the newsletter. Some of them will be included in our next issue and also information on all pilot project will be presented in the projects' website really soon.

If you are interested in one or more of these projects please send an email at [info-association@euracademy.org](mailto:info-association@euracademy.org) and we will get you in contact with their promoters.

### Pilot Project

#### Vasyl Kobyluk – Developing a Tourism Centre

Vasyl is a very professional and determined individual. He has set up a project in Verhovyna – Ivano-Frankivsk, his area of residence. Vasyl has started building a Tourist Information Centre, using sustainable materials and building techniques, which is nearly completed. This building will also house the Mountain Rescue team, which will add a lot to the tourism product offered in the area. Vasyl has also planned to offer trekking and hiking tours too in nearby areas, giving the visitor the possibility to see not only the natural but also the cultural landmarks. The project, so far has been self-financed, a fact that shows a lot about Vasyl's devotion and determination.



1. Vasyl's Tourist Information Centre under construction



2. Vasyl taking our expert Marko Koscak for a walk around the area



### *Pilot Project*

#### Serhiy Didych – Dnister Canyon

This pilot project has been set in place in order to organise and promote the tourism product of the Dnister area. A network of public and private stakeholders has been created in order to take forward rural tourism development. In its action plan, the project includes activities to inform and educate local practitioners on how to get involved in tourism. Tourism infrastructure is being developed or improved and tourism assets of the area are being organised in order to become proper attractions. So far the set goals have been realistic and most are already met. Therefore we are certain that this project located, in a picturesque area, will become a sound example of developing sustainable rural tourism.



3. Young rafting trainees in Dnister Canyon



4. Breathtaking landscape

### *Pilot Project*

#### Maryna Konyak – From integration to sustainable development of the regions

Maryna has set up a very interesting project, which so far has shown good results. The project is about coordinating all efforts of various stakeholders in order to promote and develop rural tourism in the regions of Transcarpathian, Lviv, Ivano-Frankivsk, Chernivtsi and Ternopil. In a nutshell the project will train, activate and promote networking of local stakeholders wishing to get involved in rural tourism. The involvement and support of local and regional authorities, has been very positive so far and the project also tries to cooperate with Romanian NGOs of the neighbouring areas and seek further funding from the European Commission.



5. Maryna Konyak with our expert Marko Koscak



6. Maryna presenting her project



The Euracademy Association is a pioneering European organisation which draws together 15 organisations and nearly 200 individuals members from the EU and developing countries with a professional and personal commitment to rural development, aiming to promote capacity building in rural areas and mobilise animators and managers of rural development. The website of the Euracademy Association, <http://www.euracademy.org/>, is a rich informational resource on a variety of issues related to capacity building in rural areas, including the activities of the Association.



The Carpathian Foundation promotes good relations, social stability, and economic progress in the bordering regions of [Hungary](#), [Poland](#), [Romania](#), [Slovakia](#) and [Ukraine](#). It does so by providing financial and technical assistance to projects which will result in tangible benefits to the communities on both sides of national borders and which will improve the quality of life of the people in the cities and small towns of the Carpathian Mountains. <http://www.carpathianfoundation.org>



This Newsletter has been produced with the financial assistance of the EC, and its contents are the sole responsibility of the project partners and can under no circumstances be regarded as reflecting the position of the EC