

**Developing Sustainable Rural Tourism
Capacity Building for Rural Development Leaders**

Project background and aim

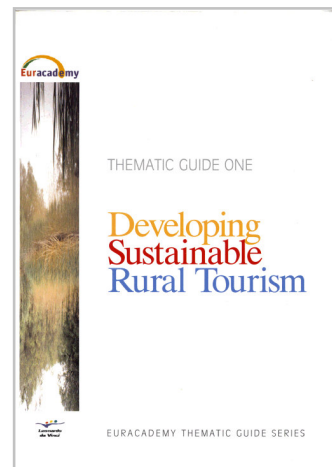
The project aims to assist local and regional organisations of the public, private and voluntary sectors in rural areas of Ukraine to build their capacity as leaders of rural development, by acquiring the necessary skills and competences to plan, manage and animate the development of sustainable rural tourism projects.

The project addresses in particular managers and animators of rural development, working in local/regional authorities, local development agencies, NGOs, Farmers' or Business Associations and any other organisation of the civil society that plays a role in the social and economic development of rural regions.

Project objectives

The project objectives include:

- To provide opportunities for managers and animators of rural development to engage in non-formal learning, in order to improve their skills and competences in the field of sustainable rural tourism and become competent to support initiatives originating at local level.
- To provide "training of trainers" so that local development "leaders" are enabled to act as trainers of the "actors" of rural tourism, i.e. the local population and entrepreneurs.
- To transfer knowhow and experience on the development of sustainable rural tourism from all over Europe to existing or potential local development leaders in rural areas of Ukraine, by offering face-to-face structured courses and distance learning courses.
- To introduce peer-learning and experience-based learning methodologies, allowing the target group of the project to improve their competences on a day-to-day, on-going basis.
- To raise awareness on key concepts and practices, such as those referring to the provision of quality tourism, environment-friendly tourism, sound and responsible entrepreneurship and endogenous development of tourism.
- To introduce best practice in the field of sustainable rural tourism that has been successfully tested in EU and Phare countries and guide the target group to develop local tourism initiatives as "pilot actions".
- To encourage communication and networking among similar organisations and individuals involved in rural tourism development within Ukraine and between Ukraine and the rest of Europe, to ensure continuous exchange of experience and opportunities for joint work.
- To disseminate the project results as widely as possible in Ukraine and other TACIS countries, and promote networking among relevant actors.



Project Leader

The project is led by the Euracademy Association, which is a non-governmental, membership association of pan-European coverage, devoted to capacity building of people and institutions for sustainable rural development. The Association has already developed and implemented capacity building packages for managers and animators of rural development, on four different themes pertinent to sustainable rural development (two with EU co-funding and two with own

resources). One of these packages concerns Sustainable Rural Tourism and has been translated in seven languages and implemented in five European countries.

Project activities

The activities of the project include:

- the organisation of a 10-day residential course in Yaremche, Ukraine in May 2005, on the theme of "Developing Sustainable Rural Tourism";
- the production of a manual for the above course including examples from Ukraine and the EU;
- the establishment of a website to disseminate the project results and run an Internet based distance learning package on the above theme;
- the provision of technical assistance to the participants of the course, who will be asked to undertake initiatives and organise pilot actions in their regions to develop sustainable rural tourism. The technical assistance will be provided by EU rural tourism experts on location;
- the organisation of a mid-term workshop among pilot action leaders and experts, to discuss the progress of pilot actions; and
- the organisation of an international conference to promote networking among rural leaders and disseminate the project results.



Project Leader

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The project runs between 2005 and 2007. For more information visit www.euracademy-urtl.org or contact us at info-association@euracademy.org or tetyanna.pashchenko@cfoundation.org



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