

Successful Conclusion of the
SUMMER SCHOOL
on Development of Sustainable Rural Tourism
Yaremche, May 12-21, 2006, Ukraine

The Summer School

The Summer School, jointly organised by the Carpathian Foundation (Uzhgorod, Ukraine) and the Euracademy Association (Athens, Greece), under the European Commission EuropeAid – Tacis IBPP programme, was held on 12 – 21 May 2006 at Yaremche, a small mountainous rural town located at the northern edge of the Carpathian mountain chain, in the Ivano-Frankivsk region of Ukraine. The working languages of the Summer School were Ukrainian and English and interpretation from English to Ukrainian and vice versa was available. The 41 participants of the Summer School were assisted by a 12 member lecturer and facilitator team.

Preparation of the Summer School

After a wide dissemination of the event in Ukraine there were 97 applications for participation received and 41 of them were selected by a Selection Committee to take part in the School. All selected participants, coming from 14 different regions out of 25 in Ukraine, are regarded as key practitioners in the field of rural development, ranging from officials of regional, district and local government, NGO project coordinators, managers, university staff, entrepreneurs, and farmers, equally representing the public, private and NGO sectors.

The team of lecturers invited to the Summer School are regarded among the top experts in their fields with significant experience in Rural Development and came from various parts of Europe :

- Joan Asby (Great Britain), Co-ordinator of PLANED (Pembrokeshire Local Action Network for Enterprise and Development).
- Antra Damberga (Latvia), Rural Tourism Specialist for the Latvian Country Tourism Association “Lauku ceļotājs”.
- Klaus Ehlich (Spain/Germany) President of EuroGites - European Federation of Farm and Village Tourism.
- Dr.Kovács Dezső (Hungary), Associate Professor at the European Studies Institute, Economic and Social Sciences Faculty, Szent István University.
- Dr.Andrzej Halasiewicz (Poland), Director of Rural and Regional Development Project at the Foundation of Assistance Programmes for Agriculture and Deputy Director of the Institute of Sociology Research at the Nicolaus Copernicus University in Torun.
- Pavlo Horishevskiy (Ukraine), expert in rural tourism, Chairman of the Ivano-Frankivsk Regional Organisation of Union for Promotion of Rural Green Tourism Development in Ukraine since 1998.
- Dr Marco Koscak (Slovenia), Project Manager of the Dolenjska and Bela krajina Heritage Trails Partnership in SE Slovenia
- Dr Fouli Papageorgiou (Greece), President of the Euracademy Association and Managing Director of PRISMA Centre for Development Studies.
- Dr Elzbieta Strzelecka (Poland), Faculty member and researcher at the Technical University of Łódź.

The participants were presented on arrival with a folder containing:

- A Participant's handbook, which introduced them to the programme of the “Summer School in the Development of Sustainable Rural Tourism/Capacity Building” and to the highly participative approach to the training.
- A Programme of Summer school, which introduced them to the programme of activities planned for the duration of the Summer School.
- A list of participants, including contacts of all of the participants, providing a clear picture of everyone's background.
- A map of the region, “Green rural tourism in the Carpathians”, which provided the participants with information about the main tourist routes and trails of the area.
- A Thematic Guide on the “Development of Sustainable Rural Tourism”. Ukrainian translation of the Guide was prepared and printed out in black-and-white.
- A list of rural tourism settings which were proposed for the study tours.

On the second day of the summer school, Saturday 13th May 2006, the participants and lecturers were greeted by local dignitaries including Roman Tkach, Head of Ivano-Frankivsk Regional State Administration, Anatoliy Pakhlya, the Head of State Tourism Service and Mykola Paliychuk, the Mayor of Yaremche . The President of Euracademy Association also greeted the participants and the local dignitaries.

The Summer School Structure and Proceedings

The curriculum was based on the Thematic Guide “Developing Sustainable Rural Tourism”. The curriculum followed the format that has been developed by Euracademy Association for the conduct of summer schools.

The first part–“**Open Space**”– with a duration of 1 day, provided the participants with an overview of the coming events and activities and introduced them to the structure of the Summer School, along with the training methodology adopted. This part also assisted participants to introduce themselves to each other and the Summer School staff and experts. The proceedings continued with a plenary, where the above-mentioned themes, along with the introduction to the Participant's Handbook were presented. Finally the opening of the Summer School was concluded with a traditional dinner in the evening.

The second part –“**Theory & Practice**” – with a duration of 4 days, included 9 lectures on various aspects of the Theme of Sustainable Rural Tourism. Nine sub-themes were explored by the nine speakers mentioned above. Each lecture was followed by working group sessions, where the participants, split in small groups of 6-8 persons, debated the issues brought forward by the lecture. The discussion in the small groups was assisted by facilitators. A plenary session was organised after the end of the workgroups, led by the lecturer. In the plenary the participants to each group delegated one or more of their members to present the conclusions of the discussion to the plenary.

During this part, three workshops were also included, led by expert moderators, in which the participants presented their own case-studies and pilot projects that related to the themes of the summer school. It was agreed during these workshops that the pilot projects will be worked out in more detail by participants and sent to Carpathian Foundation for translation. These pilot projects will be discussed at the autumn workshop with the experts who will supervise their potential implementation.

The third part was the “**Study Trips**”, with a duration of 3 days. During the trips participants were able to further explore the themes and questions discussed during the previous sessions and presented in the Thematic Guide. They worked in small groups of up to 8 persons, and each group followed a different itinerary, including places of rural tourism interest and interviews with rural tourism entrepreneurs, and members of local authorities and NGOs. The programme of the Study Trips is shown below:

Group 1

Day 1: Yaremche – Mykulychyn – Tatariv – Yablunytsya – Rakhiv – Kostylyvka

1. Private rural house «Lileya» (village Tatariv, Ivano-Frankivsk region);
2. Local branch of the Association for the development of rural tourism in Ukraine, private rural house of Olexander Pustovit (village Yablunytsya, Ivano-Frankivsk region);
3. Souvenir market; “Duty-free zone” between two regions Ivano-Frankivsk and Transcarpathia
4. Private rural house «Yonash» (village Kostylyvka, Transcarpathian region);

Day 2: Yaremche – Mykulychyn – Tatariv – Vorokhta – Verkhovyna – Kosiv - Pidzakharychi

1. National Nature Park «Hutsulshchyna» (Kosiv, Ivano-Frankivsk region);
2. Ski jumping facilities (village Vorokhta, Ivano-Frankivsk region)
3. Sport-resort complex «Kozak» (village Stari Kuty, Ivano-Frankivsk region);
4. Museum of ethnography and folk crafts of Hutsulshchyna (village Pidzakharychi, Chernivtsi region)

Group 2

Day 1 Yaremche – Mykulychyn – Tatariv – Vorokhta – Verkhovyna

1. Bed and breakfast resort „Starts of the Carpathians” (village Mykulychyn)
2. Verkhovyna district council
3. Mountain rescue team of Verkhovyna district

Day 2: Yaremche – Delyatyn – Kolomyja

1. Private rural house „Na rankoviy” (newly-established house, in use since February 2006 (Kolomyja)
2. Yaremche city council, tourism department
3. Private rural house „Near the river” (Yaremche)
5. Private rural house of Vasyl Falafivka (village Pidzakharychi, Chernivtsi region)

Group 3

Day 1 Yaremche – Delyatyn – Kolomyja

1. Folk craftsmen workshop of spouses Kakhnikeyvychi (Kolomyja, Ivano-Frankivsk region)
2. Private hotel „Malyvo” (village Delyatyn, Ivano-Frankivsk region)
3. Private rural house „At Lesya’s” / cooperation with national nature park (Yaremche, Ivano-Frankivsk region)
4. Local ecological NGO „Mama-86-Yaremche” (Yaremche, Ivano-Frankivsk region)

Day 2 Yaremche – Mykulychyn – Tatariv – Yablunytsya - Palyanytsya

1. Private rural house „Solomiya” (village Mykulychyn, Ivano-Frankivsk region), religious aspects of rest
2. Private rural house of Grosul Svitlana (village Yablunytsya, Ivano-Frankivsk region)
3. Tourist complex “Bukovel” – modern skiing complex, the biggest complex in Ivano-Frankivsk region that was a vehicle of rural tourism development in Yaremcha area.

Group 4

Day 1 Yaremcha – Mykulychyn – Tatariv – Yablunytsya – Rakhiv

1. Fund of community development of Tatariv village (village Tatariv, Ivano-Frankivsk region)

2. Private guesthouses of Svitlana Marijshyn; Point of tourist equipment rent Vasyl Marijshyn; Hotel-recreational complex “Berkut” (village Yablunytsya, Ivano-Frankivsk region)
3. Souvenir market; “Duty-free zone” between two regions Ivano-Frankivsk and Transcarpathia
4. Unique camping facilities of Mykola Tytor (village Keveliv, Transcarpathian region)
5. ski resort center “Bukovel”, private cottages complex “Urochysche Vyshnia” (Palyanytsya, Ivano-Frankivsk region)
6. Private pansion “Zori Karpat” (village Mykulychyn, Ivano-Frankivsk region)

Day 2 Yaremche – Mykulychyn – Tatariv – Vorokhta – Verkhovyna – Kosiv

1. Private recreational complex “Kermanysh”, ski jumping facilities (village Vorokhta, Ivano-Frankivsk region) Garbige storing place, (nearby Vorokhta)
2. Union of craftsmen; Handicrafts shop “Souvenir Kosiv”; Regional NGO “Hutsulian Heritage” (Kosiv, Transcarpathian region)
3. Recreational complex “Legend of the Carpathians” (village Stari Kut, Ivano-Frankivsk region)
4. Private guest house “On Cheremosh bank” (Verkhovyna, Ivano-Frankivsk region)

Group 5

Day 1 Yaremche – Delyatyn – Kolomyja

1. Museum of nature (village Delyatyn, Ivano-Frankivsk region)
2. Bed and breakfast resort „At the Corner” (Kolomyja, Ivano-Frankivsk region)
3. Museum of history and culture of Hutsulshchyna and Pokuttya (Kolomyja, Ivano-Frankivsk region)

Day 2 Yaremche – Mykulychyn – Tatariv – Vorokhta – Verkhovyna

1. Museum of Ivan Franko (Kryvorivnya, Ivano-Frankivsk region)
2. Private rural house „At Hanusya’s” (youth and children resort, Verkhovyna, Ivano-Frankivsk region)
3. Kolyba of D. Shkriblyak
4. Sport-resort complex «Kozak» (village Stari Kut, Ivano-Frankivsk region)
5. Private rural house „Rajshtoky” (village Vorokhta, Ivano-Frankivsk region)
6. Private rural house “Nad Cheremoshem” (youth and children resort, Verkhovyna, Ivano-Frankivsk region)

The fourth part of the Summer School: “**Reflection and sum-up**” with duration of 2 days, included the Study Trip reports, which were presented in a plenary session, using a variety of media. A central part in this was also the Conclusion Panel to summarise the main theme of the summer school and the understanding that was built after 10 days, at the closing of the summer school.

The final Evaluation of the summer school and plans for follow up activities (pilot projects undertaken by summer school participants, distance learning course, national workshop) were also included in the summing-up session, to conclude the “journey” everyone had gone through, as well as for setting future possibilities to maintain the network and the relationships that were formed.

Successful Conclusion

The summer school has been an innovative event for rural Ukraine. The participants welcomed the theme of the school and showed great interest in the lectures and discussions. Overall, as derived from the evaluation questionnaires, participants regarded highly the lecturers and the organisation of the summer school. They stressed that the contacts,

knowledge and experienced gained during the event has greatly assisted them to develop their ideas and build their capacities as leaders of Sustainable Rural Tourism Development.

Soon after the conclusion of the School, 19 Pilot Project proposals were received and will form the main theme of the Workshop to be held in November 2006 in Lviv, Ukraine. The Project Proposals will be assessed by a team of experts during the Workshop and four of them will be selected after extensive evaluation for further support during their implementation. The most important aspect of the workshop is that all Pilot Project applicants will have the opportunity to receive experts' advice and valuable help, plus they will be given the option to seek further advice through participation in the e-learning course.

It should also be noted that the project leader, Euracedemy Association and the project partner Carpathian Foundation have received a Letter of Recognition from the Ivano-Frankivsk Regional State Administration, regarding the Summer School and the project works held in the region.