



Rural Heritage Center "Slobzhanshchyna"

Polevaya village: Creating Clusters
for the Development of Rural Tourism,
Slobzhanshchyna, Ukraine

Contact information:

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<https://www.youtube.com/watch?v=AKGhpwRiB68&list=PLEZ8gGDu4etv1fv51MHkxGY6isLT84eoz>
<http://tourcenter.kh.ua/en>
 Facebook: <https://www.facebook.com/omctur>
<https://www.instagram.com/tourcenter.kh.ua/>

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Geographic/territorial context: Culture and tourism is an important component of the public life in the Kharkiv region, since conditions have been created for preserving the cultural heritage of the Ukrainian people, the free development of cultural events and increasing interest in folk crafts. Kharkiv region and Dergachivskiy subregion's tourism infrastructure is focused on getting acquainted with nature, history and traditions that reflect modern trends in the development of the territory. The territories of Dergachivskiy subregion include Dergachivskiy city council, the MalaDanilovskiy village council and the Solonitsevskiy village council. Polevaya village is located in Dergachivskiy subregion on an impressive natural oasis of gardens, ponds, forests and fields.

Strengths/assets: The Agritourism cluster "Siverskiy Donets" was created. The plan for its development and the roadmap for its implementation were developed. It will contribute to the unification of business structures, the receipt of comprehensive institutional and financial support, the creation of tourism infrastructure, the provision of recreational, agrotourism services, and the restoration of authentic types of crafts. The project "The Road of Wine and Taste of Slobzhanshchyna" has been launched, it will allow the development of agriculture.

Problems: Lack of a strategy for the development of the Agritourism cluster, unsatisfactory condition of tourism and recreational infrastructures and poorly developed tourism in rural areas.

SIA's



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Creation of the Rural Heritage Center «Slobzhanshchyna»



Location: Svobody square, 5, Derzhprom, entrance 4, 1st floor. Kharkiv, Ukraine, 61022



Functions of the Rural Heritage Center «Slobzhanshchyna» after RURITAGE: Conducting strategic communications, training, organizing exhibitions, presentations, tastings with the participation of representatives of the partner network of HUB rural heritage "Slobzhanshchyna", implementation of the Action Plan of the additional replicator.



Type of stakeholders involved: local governments, municipal organizations, public and tourism organizations, food producers, universities.

2

Co-development of the Action Plan



The co-development of the action plan happened through the following workshops:



17/06/2021: Round table "Partnership of the communities of Dergachivskiy subregion in the context of reforming local self-government in Ukraine and the new administrative-territorial structure of the Kharkiv region", Dergachi city.



13/08/2021: Presentation of the project "City of Masters", strategic directions for the development of the Agritourism Cluster "Siverskiy Donets", Chuguev city.



07-09/10/21: a three-day tour to study the experience of developing wine and gastronomic tourism, cluster initiatives within the framework of the project "The Road of Wine and Taste of Ukrainian Bessarabia", Odessa region.



10/12/2021: Panel discussion "Planning the work of the project partnership "Roads of Wine and Taste of Slobzhanshchyna" for 2022", Kharkiv

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Action plan

Objectives of the enhancement plan: • Development and implementation of cluster strategies, development of tourism in rural areas, creation of the Rural Heritage Center of Slobzhanshchyna; • Development of intersectoral communications, formation of project partnerships; • Creation of projects for the development of rural areas based on the revival of the cultural heritage of Slobzhanshchyna.

Action: AR20.1 Creation of a strategy for the development of rural tourism in the communities of Slobzhanshchyna

Specific aim: Development of tourism infrastructures, involvement of community residents in the formation and implementation of an integrated tourism product, creation of new jobs.

Achieved Activities: A permanent communication platform has been created and stakeholders for the sustainable development of tourism have been identified, memorandums of cooperation between the communities of Slobzhanshchyna, public organizations, universities, municipal and private enterprises have been concluded.

Action: AR20.2 Establishment of a network of cooperation between Slobzhanshchyna villages "Eco-Community - Energy for Change"

Specific aim: Revival of cultural and natural heritage, involvement of village representatives in the learning process, transfer of knowledge and experience.

Achieved Activities: Field seminars were held on environmental topics, information tours for residents of communities, mutual visits to holidays, fairs and exhibitions were arranged.

Action: AR20.3 Building an integrated tourism product

Specific aim: promotion of tangible and intangible cultural heritage and the revival of local traditions.

Achieved Activities: Presentation of the touristic route "By the Ways of Faith", monitoring of tourism infrastructure facilities in rural areas in Slobzhanshchyna.

Action: AR20.4 Attracting new participants to the Agritourism Cluster "Siverskiy Donets"

Specific aim: the revival of the traditions of winemaking, gastronomy, tastes, traditional holidays and rituals.

Achieved Activities: The project "Roads of Wine and Taste of Slobzhanshchyna" was developed.



Sustainability Beyond RURITAGE

The Agritourism cluster "Siverskiy Donets" was created, the project "Road of wine and taste of Slobzhanshchyna" was developed; formed a partnership platform for the development of rural tourism from stakeholders of the public and private sectors, initiated the formation of the Center for Rural Heritage "Slobzhanshchyna".

How will you continue to work beyond the project timeline?

Consulting support and establishing cooperation with existing international hubs of rural heritage, studying their experience; development of a project for the construction and arrangement of the Rural Heritage Center "Slobzhanshchyna" using modern technologies.

What are your main lessons learned from the project?

Presence of great potential for the development of tourism in Slobzhanshchyna, the need to create a multi-level partnership network, raise public awareness about the preservation and promotion of rural heritage, lack of knowledge among members of the public on the development of tourism in rural areas.

What are the achievements identified from the project?

Development of a plan for the regeneration of rural heritage, support for local initiatives, association of agricultural producers.

What may be challenging in the future?

Delay in project implementation caused by military events in Ukraine. Natural areas, civil infrastructure, tourist facilities have received significant damage. Their restoration will take time, targeted funding, qualified personnel.