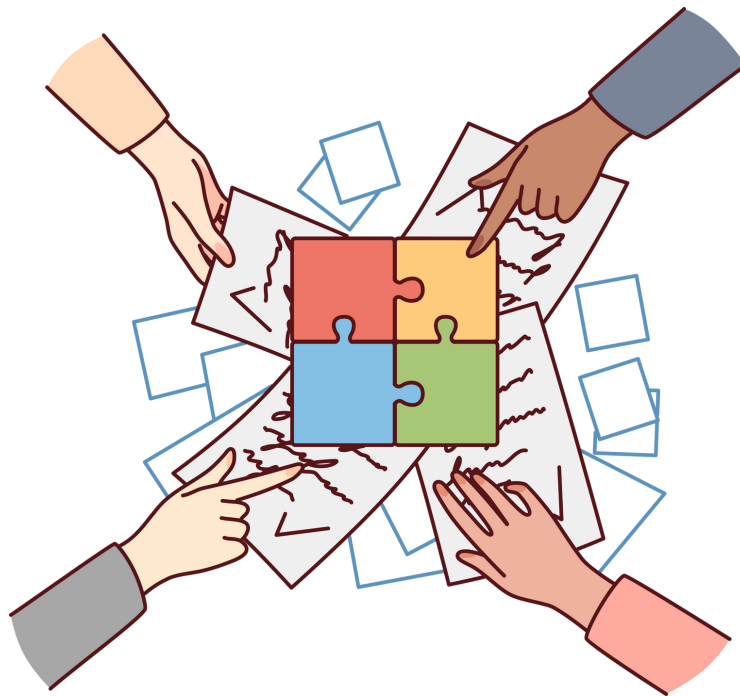




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RERURAL PROJECT GROUP WORKS IN POLAND OUTPUT



Renovation Models for Rural Tourism Destinations with Youth

2021-2-TR01-KA210-YOU-000050325



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About Rerural

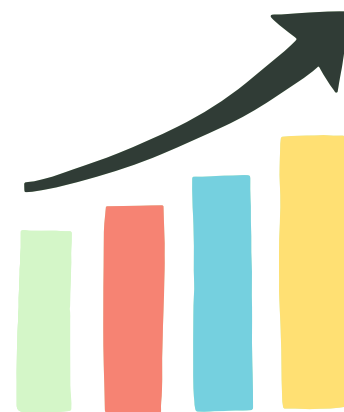
Our project endeavors to delve into the intricacies of implementation problems stemming from the restoration and tourism activities associated with cultural heritage items in rural areas. We recognize the multifaceted challenges these activities pose and seek to unravel them through a comprehensive analysis. The Rerural project's focus extends beyond mere identification; we aim to foster collaboration between our students and local administrations, who play pivotal roles as policymakers in the realm of cultural heritage preservation and rural tourism.



The Rerural Project aims to increase the professional competence needed by tourism and landscape architecture and try to develop new models and strategies and to identify the implementation problems that arise as a result of the restoration and tourism activities of cultural heritage items in rural areas.

Objectives

- Identification of Implementation Problems
- Collaborative Strategy Building
- Development of Applicable Models
- Focus on Cultural Elements
- Creation of a Restoration Strategy



The collaborative project involves three distinguished organizations representing Türkiye, Poland, and Slovakia. The strength of this international partnership lies in the diversity of expertise and perspectives brought forth by each participating organization.



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GROUP WORKS IN POLAND



Group Works in Poland was held in Olsztyn, Poland from 26 to 29 November. The event was attended by a total of 32 participants. 11 participants travelled from Türkiye and 11 participants travelled from Slovakia. 10 participants were selected locally. The participants of the three events were selected from the fields of tourism, architecture and landscape architecture. Undergraduate, postgraduate and doctoral students as well as faculty members as group leaders were among the participants. Each participant was selected according to project priorities and objectives.

Objectives

- Align participant selection with the priorities and objectives of the project, ensuring that each individual contributes to the specific areas of tourism, architecture, and landscape architecture.
- Emphasize the importance of participants' expertise in addressing the identified challenges related to cultural heritage restoration and rural tourism
- Establish clear connections between the discussions, outcomes, and recommendations generated during the event and the broader strategy for restoration practices in rural tourism destination



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GROUP WORKS IN POLAND



Visiting Rural and Historical Areas

During the Group Works in Poland event, participants engaged in immersive visits to rural areas. These excursions were designed to provide firsthand experiences of the cultural, historical, and socio-economic contexts that shape the challenges and opportunities in those regions. Participants had the opportunity to explore local villages, landmarks, and cultural sites, gaining a deeper understanding of the unique characteristics and preservation needs of rural areas.

The visits aimed to bridge the gap between theoretical knowledge and practical realities, allowing participants to witness the impact of restoration and tourism activities on these rural communities. Interactions with local residents and observation of the local environment facilitated a holistic appreciation of the intricate balance between heritage preservation and the dynamics of rural life.



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GROUP WORKS IN POLAND

Visiting Rural and Historical Areas



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GROUP WORKS IN POLAND



Meetings with Local Communities:

Engagement with local communities was a pivotal aspect of the Group Works event. Participants actively met with residents, community leaders, and stakeholders involved in cultural heritage preservation and rural tourism. These meetings provided a platform for dialogue, enabling participants to listen to the perspectives of those directly affected by restoration initiatives and tourism development.

These interactions fostered a sense of community involvement and ensured that the project's strategies were informed by the needs and aspirations of the local population. The exchange of ideas, challenges, and success stories during these meetings enriched the participants' understanding of the intricate relationships between heritage conservation, tourism, and community well-being.





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GROUP WORKS IN POLAND

Group Works Sessions

The heart of the event lay in the structured group works sessions where participants collaboratively addressed the identified challenges and objectives. These sessions brought together individuals from diverse backgrounds—representing tourism, architecture, and landscape architecture—and facilitated intensive brainstorming, problem-solving, and strategy development.

Participants engaged in dynamic discussions, shared insights gained from the rural area visits and meetings with local communities, and worked collectively to propose innovative solutions. The group works sessions encouraged interdisciplinary collaboration, allowing each participant to contribute their expertise towards the common goal of enhancing restoration practices in rural tourism destinations.



Rural areas of the city of Olsztyn (Bartąg, Stawiguda, Ruś, Bartązek) were visited with the participants. Participants examined the selected destinations in group works and identified the deficiencies. As a result of their group work, they developed solution suggestions for the regions and brought interdisciplinary approaches to renovation issues in rural tourism.



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Bartağ



Bartağ, nestled in the heart of the administrative district of Gmina Stawiguda within Olsztyn County, is a picturesque village situated in the captivating Warmian-Masurian Voivodeship of northern Poland. Graced with a tranquil ambiance, Bartağ is positioned approximately This idyllic village boasts a harmonious blend of natural beauty and cultural heritage, making it a captivating destination for those seeking a serene escape. Surrounded by the scenic landscapes of Warmia and Masuria, Bartağ invites visitors to explore its charming streets, immerse themselves in the local culture, and revel in the warmth of its community.

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Bartag

Strenghts

- *Historical Values
- *Natural Values
- *Close to City Center

Weaknesses

- *Accesibility Problems for disabled people
- *Lack of Information in English
- *Lack of recreation activities



Opportunities

- *Potential areas for new investments
- *Rural development

Threats

- *Administritative Problems
- *Financial Challenges
- *Local People's Support



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Bartag Solutions



Community Empowerment Workshops: Organize comprehensive workshops engaging local citizens to elucidate the advantages of rural tourism. Foster a sense of community pride and ownership by illustrating how active involvement can contribute to the sustainable development of tourism activities in the area. Create a shared vision that aligns with local values and aspirations.

Strategic Collaboration with Local Government:

Establish a collaborative partnership with local government entities to address administrative challenges hindering rural development. Work together to streamline bureaucratic processes, navigate regulatory hurdles, and enhance the overall efficiency of development initiatives. This partnership ensures a cohesive approach, fostering an environment conducive to successful rural projects.



Leveraging European Union Foundations: Explore funding opportunities and support from the European Union for local development projects. Craft compelling proposals that align with EU priorities, seeking grants and financial aid to implement transformative initiatives. By tapping into EU resources, Bartag can access the necessary funding to drive economic growth, infrastructure improvement, and community development.



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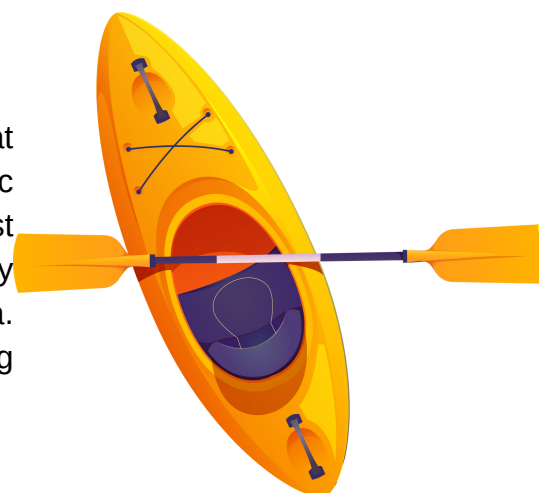
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Bartağ Solutions



QR Code Tourism Information System: Implement a QR code system across Bartağ to provide instant access to tourism information. Strategically place QR codes at key locations, linking to digital guides, historical insights, and local attractions. This innovative approach enhances the visitor experience, promoting self-guided tours and fostering a tech-savvy tourism environment.

Riverside Inspiration Initiatives: Develop initiatives that capitalize on the village's riverside location. Create scenic riverside trails, picnic spots, and recreational areas. Host events such as art exhibitions or cultural performances by the river, enhancing the overall attractiveness of the area. This approach integrates nature with culture, providing visitors with a memorable experience.



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Exterior Library Inspiration: Establish an outdoor library space where residents and visitors can engage with literature in the midst of nature. Incorporate sustainable design elements, such as eco-friendly materials and energy-efficient lighting. This unique outdoor library serves as a cultural hub, promoting reading, relaxation, and community interaction while embracing the picturesque surroundings.



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Bartağ Solutions



Accessible solutions are crucial for rural areas as they address unique challenges such as geographic isolation, limited infrastructure, and fewer resources, which often result in disparities in healthcare, education, and economic opportunities compared to urban areas. Implementing tailored solutions help for promoting sustainable development and self-sufficiency.

Mapping: Mapping was carried out in order to show the solutions emerging from group work on the map and to plan the region. The map shows where rural tourism improvements and tourism activities will be implemented.



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Stawiguda



Stawiguda, a charming commune village nestled in the Olsztyn powiat within the Warmińsko-Mazurskie voivodship, holds a rich historical tapestry dating back to January 2, 1357. On this significant date, representatives of the Cathedral Chapter, acting on behalf of the community, bestowed a foundation charter upon two Prusai converts. This historical document marked the formal establishment of Stawiguda, solidifying its place in the annals of regional history.

As visitors explore Stawiguda, they are immersed in the enduring legacy of its foundation, a testament to the village's resilience and historical significance. The village stands as a living chronicle, inviting individuals to discover its cultural nuances and the echoes of Prusai heritage that continue to resonate through time.

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Stawiguda

Strenghts

- *Religious Attractions
- *Natural Resources

Weaknesses

- *Lack of information in language varieties
- * Lack of touristic attraction
- * Lack of tour routes
- *Lack of promotion in different language
- * Lack of marketing strategy)



Opportunities

- *Natural Tourism
- *Trekking Areas
- *Agritourism

Threats

- *Competitive Landscape
- *Environmental Challenges
- *Local People's Support



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Stawiguda Solutions



Multilingual Information Centers: Establish information centers that cater to visitors in multiple languages, providing brochures, maps, and assistance. This will enhance the experience for international tourists and address the weakness of lacking information in various languages.

Diversification of Tourist Attractions: Introduce new and diverse tourist attractions, including trekking routes, bicycle trails, and other recreational activities. Developing a variety of attractions will make Stawiguda more appealing to a broader range of visitors.



Strategic Marketing and Promotion: Implement a comprehensive marketing strategy to promote Stawiguda as a tourist destination. This includes online marketing, social media campaigns, and participation in travel fairs to increase visibility and attract a larger audience.





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Stawiguda Solutions



Collaboration with Tour Operators: Collaborate with tour operators to include Stawiguda in their itineraries. Building partnerships with travel agencies can increase the village's exposure and attract organized tours.

Environmental Sustainability Measures: Implement sustainable tourism practices to mitigate environmental threats. This includes waste management, conservation programs, and eco-friendly initiatives to ensure the long-term health of the natural resources that attract tourists.



Investment in Language Training: Provide language training programs for locals involved in the tourism industry. This will enhance their ability to communicate effectively with international visitors, overcoming the weakness of language barriers.



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Bartażek



Bartażek, a charming village nestled in the administrative district of Gmina Stawiguda, belongs to the Olsztyn County in the Warmian-Masurian Voivodeship, which is located in the northern part of Poland. This idyllic village is situated approximately 10 kilometers to the northeast of Stawiguda and about 8 kilometers south of the regional capital, Olsztyn.

Known for its serene surroundings and picturesque landscapes, Bartażek provides residents and visitors with a peaceful retreat away from the hustle and bustle of urban life. The village's proximity to both Stawiguda and Olsztyn offers convenient access to amenities and services while maintaining a more rural and tranquil ambiance.

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Bartázek

Strengths

- *Natural Values
- *Recreational Attractions
- *Small Village
- *Cultural Values
- *Cittaslow
- *Ecotourism

Weaknesses

- *Far from the Big Cities
- *Lack of Local Transport
- *Lack of Hotels
- *Short Visits
- *Lack of Information



Opportunities

- *Natural Resources
- *Local People's Support
- *Sustainable Lifestyle
- *Unique Architecture

Threats

- *Environmental Challenges
- *Competative Area



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Bartażek Solutions



Tiny House Community: Tiny Houses will be constructed with eco-friendly materials and energy-efficient systems, aligning with Bartażek's commitment to environmental consciousness. Emphasizing a harmonious blend with the surrounding natural beauty, the Tiny House community will be strategically planned to preserve green spaces and minimize environmental impact.

Aromatic Park : The aromatic park will feature a diverse range of aromatic plants, creating a sensory-rich environment for residents and visitors. The aromatic park becomes a focal point for community events, workshops, and cultural activities, drawing both residents and tourists to the heart of Bartażek.



Cultural Integration and Tourism: Hosting cultural events within the aromatic park, celebrating local traditions and creating a vibrant community atmosphere. The combination of Tiny Houses, an aromatic park, and Tiny Shopping units creates a unique and appealing destination for tourists, contributing to the economic growth of Bartażek.



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Ruś



Nestled along the serene Lyna River and gracing the edge of the Ramuckie Forests, Ruś village is a hidden gem where nature unveils its tranquil beauty. This idyllic settlement marks the beginning of the Las Warminski forest reserve, creating a seamless transition into the embrace of unspoiled wilderness. The landscape, characterized by elevations reaching up to 40 meters, has earned Ruś the affectionate moniker "Switzerland of the North."

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Ruś

Strengths

- *Large lands (great for farms, beekeepers)
- *Caviar factory
- *Winter Tourism

Weaknesses

- *No information board in English
- *Different styles of architecture
(3 types of material – wooden red brick houses)



Opportunities

- *Lakes, landscapes (natural beauty)
- *Cliffs – winter sports
- *Lakes – water sports
- *Forests – hiking, picnics (family activities)
- *Old buildings that survived the World War

Threats

- *Floods because of the river
- *The inflation – business colaps
- *Accessibility to the village



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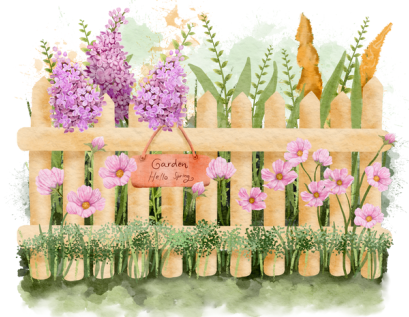
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Ruś

Solutions



Cultural and Historical Tourism - War Tourism: The village's historical significance, with old buildings surviving World War II, can be leveraged to create a unique war tourism experience. Restoration efforts and guided tours focused on wartime history can attract visitors interested in historical and cultural exploration.

Outdoor Activities - Hiking and Bicycling Events: The village's picturesque landscapes and elevation variations provide an excellent setting for outdoor activities. Expanding and organizing large-scale hiking and bicycling events can draw adventure enthusiasts and nature lovers to explore the scenic beauty of Ruś.



Seasonal Attractions - Christmas Decorations and Market: The charming ambiance resembling a Christmas movie can be capitalized on by organizing Christmas-themed events, decorations, and markets. This seasonal attraction can create a festive atmosphere, attracting visitors looking for unique holiday experiences.



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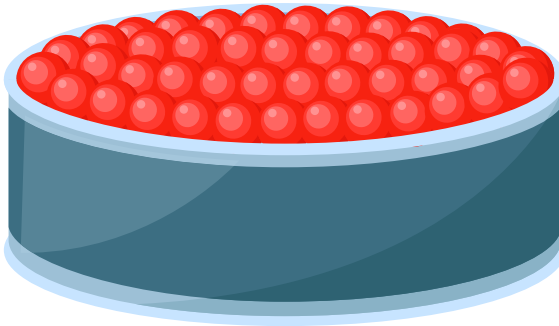
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Ruś

Solutions



Culinary Tourism - Gastronomical Events: Utilizing the local caviar factory and wine for gastronomical events can elevate the culinary tourism appeal. Tastings, food festivals, and culinary tours can showcase local flavors, attracting food enthusiasts to experience the village's unique offerings.

Sports Tourism - Winter and Water Sports Competitions: The diverse nature of Ruś, suitable for both winter and water sports, provides an opportunity to host sports competitions and events. This can attract athletes and spectators, fostering a sports tourism environment.



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Community Space Design - Events and Gatherings: Designing a communal space that promotes interaction among residents and visitors is crucial. This space can serve as a venue for various events, including a Christmas market, concerts, and community gatherings. A well-designed square or communal area can enhance the sense of community and create a vibrant atmosphere.



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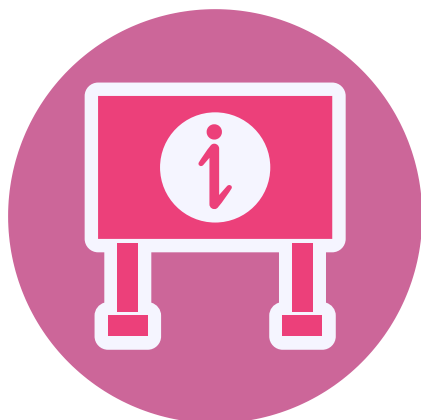
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Ruś Solutions



Integration of Nature-Based Solutions: Emphasizing the village's proximity to nature, incorporate nature-based solutions in architecture. This could involve green roofs, eco-friendly materials, and sustainable design practices that blend seamlessly with the natural surroundings. Integrating nature into architectural elements enhances the village's aesthetic appeal and environmental sustainability.

Historical Preservation and Renovation: Prioritize the preservation and renovation of historical architecture to maintain the village's unique character. Adopting a unified architectural style across buildings, especially focusing on historical structures, ensures a cohesive and visually appealing environment.



Information Boards for Historical Context: Install information boards strategically across the village to provide historical context. These boards can share insights into the history of Ruś, showcasing its cultural heritage and allowing residents and visitors to gain a deeper understanding of the village's past.



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Learning Outcomes

1. Cultural Competence:

- Participants developed cultural competence through interactions with international peers, gaining a deeper understanding of diverse perspectives in the fields of tourism, architecture, and landscape architecture.

2. Interdisciplinary Collaboration:

- Attendees fostered interdisciplinary collaboration, learning to work effectively across various fields and contributing to the integration of tourism, architecture, and landscape architecture in cultural heritage preservation.

3. Project Alignment and Implementation:

- Participants understood the alignment of the Group Works in Poland event with the broader project's priorities and objectives, demonstrating the ability to connect theoretical knowledge with practical applications in restoration practices.

4. Local Engagement Skills:

- Those attending from the local community enhanced their skills in actively participating in regional initiatives, ensuring their voices were heard, and contributing valuable insights to the cultural heritage preservation efforts in Olsztyn.

5. Leadership and Mentorship Development:

- Faculty members serving as group leaders developed leadership and mentorship skills, guiding students and fostering a collaborative learning environment within the context of cultural heritage, tourism, and architecture.

6. Problem Identification and Solution Proposals:

- Participants enhanced their ability to identify implementation problems related to cultural heritage restoration and rural tourism, proposing innovative and applicable solutions in alignment with the project's goals.

7. Communication and Presentation Skills:

- Attendees refined their communication and presentation skills through active engagement in discussions, articulating ideas clearly, and effectively conveying the outcomes of the event to a broader audience.



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Learning Outcomes

10. Critical Thinking and Analysis:

- Participants engaged in critical thinking and analytical exercises, evaluating challenges and opportunities associated with cultural heritage preservation and rural tourism in a holistic manner.

11. Networking and Relationship Building:

- Attendees established valuable professional connections, building a network of peers, mentors, and collaborators that extended beyond the event and contributed to future collaborative endeavors.

12. Documentation and Dissemination:

- Participants gained experience in documenting key insights and outcomes, developing skills in knowledge dissemination through reports, presentations, or publications, contributing to the wider academic and professional community.

13. Civic Engagement and Social Responsibility:

- Attendees, especially those from the local community, strengthened their sense of civic engagement and social responsibility, recognizing their role in preserving cultural heritage and promoting sustainable tourism practices in their region.

14. Adaptability and Open-mindedness:

- Participants cultivated adaptability and open-mindedness, embracing different cultural norms and perspectives, and applied this understanding to their approach in addressing challenges related to cultural heritage and tourism.



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Event Poster



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RERURAL

GROUP WORKS IN POLAND

26-29 November, 2022

Olsztyn, Poland

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Renovation Models for Rural Tourism Destinations with Youth



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