

## "Community-led Urban Strategies in Historic Towns (COMUS)"

### Feasibility Study (FS)

# A Single Platform for Zhovkva's Cultural Heritage



Country or Territory: **Zhovkva, Ukraine**

Name of organisation compiling the information: **Zhovkva City Council**

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Name and address of building or site: **Single Platform for Cultural Heritage – Zhovkva, Ukraine**

Building/Monument/Site type: **Information and Internet Platform**

Main dates: **Under discussion and development**

Current use(s): **in development**





## Preamble

The COMUS project – “Community-led Urban Strategies in Historic Towns” – is a joint Council of Europe and European Union project building upon policy priorities in the context of the Eastern Partnership Programme (2015-2020) targeting multilateral co-operation activities with Armenia, Georgia, Republic of Moldova, Ukraine and Belarus. It is being implemented in nine historic towns specifically focusing on integrated urban rehabilitation and heritage conservation. The project provides cities with effective support and expertise of the Council of Europe and the Organization of World Heritage Cities in mobilizing heritage conservation as a real component of urban renewal, but also in standard setting, co-operation and monitoring techniques.

Zhovkva is one of three Pilot towns selected in Ukraine to test and implement integrated urban policies and concrete rehabilitation projects, accompanied by several community-involvement activities aimed at generating community-wide ownership. Through a series of consultations and working sessions involving local stakeholders and the community, the city has selected two priority rehabilitation projects which aim to increase the attractiveness of the city and to have a beneficial impact on local development.

The current Feasibility Study focuses on the creation of a Single Platform for Zhovkva’s Cultural Heritage. The document was developed by Mrs. Olena Klak, a local expert, who was assisted by Mrs. Valentina Demian, national expert, and supported by Ms Iris Gleichmann, COMUS international expert.

The process was overseen and co-ordinated by Mr. Oleksandr Butsenko, COMUS Project Officer, and Mr. Petro Vykhopen, the Mayor of Zhovkva.



Community-led Urban Strategies in Historic Towns (COMUS)



This document was produced within the framework of the Joint Project EU/CoE “Community-led Urban Strategies in Historic Towns”. The content does not necessarily represent the official position of the European Union and/or the Council of Europe.



## Executive Summary

The project – the Creation of a Single Platform for Zhovkva’s Cultural Heritage – is one of two priority intervention projects proposed for implementation in Zhovkva as part of the COMUS project.

There are more than 100 monuments of architectural and heritage importance in Zhovkva. This resource provides the basis for a single platform for local cultural heritage which could serve as a foundation for common activities that stakeholders can use to promote, research and preserve cultural and historic heritage as well as for uniting young activists, policy makers, journalists, researchers, experienced professionals and historians on local, regional and national level.

The main aim of the organizational body, the State Historic and Architecture Reserve in Zhovkva, is to protect, research, restore and the find appropriate uses for the city’s prominent local cultural heritage.

As a rule, information is held on different web resources concerning some of the protected sites, with a focus on the monuments' address. However, information on the state of the monument when it was included on the register is not published. Nor is there information concerning ownership. A single resource with comprehensive information on Zhovkva’s cultural heritage monuments and their current state does not exist. A single source of comprehensive information about local cultural heritage is urgently needed, with the provision of open access for all interested parties. Therefore, the COMUS LSG supports the creation of a single cultural heritage information and communication platform.

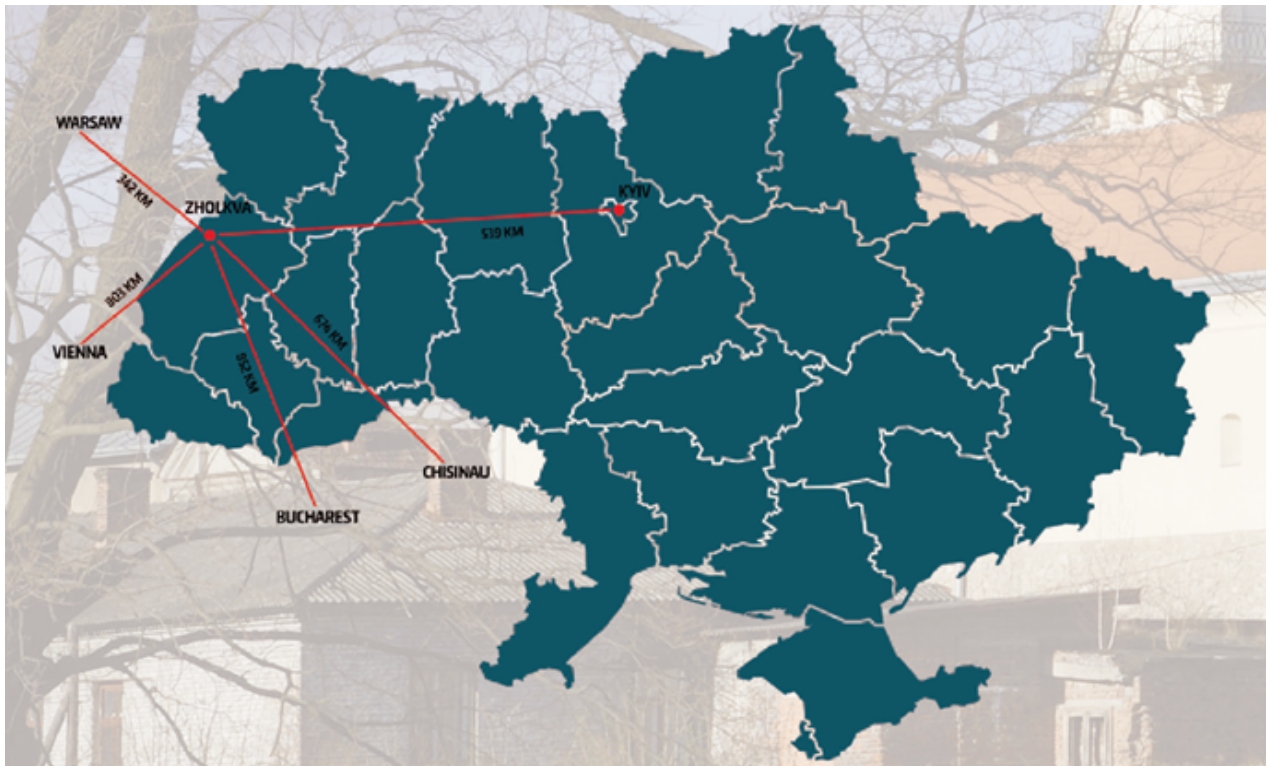


*Zhovkva historic core*



## Introduction

Zhovkva is a historic city located in the western part of Ukraine, close to the Polish border. It is the administrative centre of Zhovkva district in Lviv region. It is a small city, its territory extends 7.65 km<sup>2</sup> and it has 13,500 inhabitants. It is well connected to the regional centre, Lviv, which is only 25 km away.



Founded in 1594 as a private fortress town, it was built according to the principles of ideal towns of European Renaissance. During the mid-17<sup>th</sup> century, Zhovkva became a royal residence and the administrative centre of one of the most famous Polish kings, Jan III Sobiesky (1629-1696). During this period, it reached its zenith in development and riches, and was known as one of the most beautiful private residences in Europe. Since then and until the early 18<sup>th</sup> century, Zhovkva was the backdrop to many of the important events of European history, as is associated with the life and work of the greatest statesmen from several nations.

The project has been prioritized mainly due to its expected social and community impact, but also due to its important heritage identity and as an incentive for investment.

This FS focuses on the creation of a platform for Zhovkva's culture, with a focus on its tangible and intangible heritage. With extremely high-quality cultural heritage (more than 100 monuments and some important objects of national intangible heritage) this small city needs a single platform to improve the management of its cultural heritage.

This FS aims to provide the context information, a description of Zhovkva cultural heritage and its components, the main constraints and opportunities for further development and reuse, a description of the project and the desired results.



## Description

The proposed platform does not currently exist. However, there is both a great potential and a great need for its creation. A sustainable Single Platform for Cultural Heritage will include not only a website, but also an office to support the website and communicate with stakeholders, organize events, etc.

The State Historical and Architectural reserve includes 55 architectural monuments, city planning monuments and garden and park arts monuments, and 15 historical monuments.

### ***Description of the most important Zhovkva cultural heritage objects***

#### ***Religious institutions:***

##### Roman-Catholic St. Laurent Church



Built between 1606–1618 on an artificial hill as the family mausoleum of the Zholkevskiy family and a pantheon of knightly glory. Stanislav Zholkevski is buried in the crypt, together with his wife Regina Herbut and their son Jacob, the Danylovych family, the king's father Jacob Sobieski, his sons, state secretaries, abbots, temple patrons. Due to both the number and the significance of the burials of outstanding historical figures of Polish history, the church is often called «The Small Wawel».

##### Dominican Monastery



A church was first built on the site during the 16<sup>th</sup> century. The first structure, built of wood burned down, and a new place of worship was built in stone between 1653-55 at the expense of Teofilia Sobieska, as a burial vault for her son Mark. The tombs of Teofilia and



Mark Sobieski were constructed in the second half of the 17<sup>th</sup> century by the well-known sculptor Andreas Schlüter, and they are still preserved inside the church.

## Synagogue



Zhovkva synagogue is one of the most outstanding Jewish monuments of Ukraine and indeed Europe. Its style is that of a Renaissance and Baroque fortification.

## Brazilians Church and the Nativity church (Ukrainian Greek Catholic Church)



The church was rebuilt under the patronage of Stanislav Zholkevsky in 1612 to replace a wooden structure.

In 1691 Yan III Sobieski brought the remains of Ivan Suchavsky here from Moldavia. This was the same year that the Brazilians monks came to Zhovkva, however, it is known that they were in the city already as of 1682. The monastery was laid out near the church, and the Romanian philosopher, metropolitan Dositheos who came to accompany the holy remains was appointed as abbot.

In 1697-99 Zhovkva artist Ivan Rutkovych created the iconostasis alongside various carvers.

## St. Lazarus Church



The first structure here, in 1624, was wooden. In 1627, a municipal hospital for the poor opened at the site. In 1735 Jacob Sobieski funded the construction of a stone church and hospital. In 1861, the reconstructed ensemble of buildings housed the monastery of Felicians, which continued to operate until the Second World War.

### Holy Trinity Church



Built in 1720 on the former suburbs of Lviv on the site of the former church, which burned down in 1717. The parish and the King's son, Kostiantyn, covered the expense. The Church is a wooden tridiental building with a brick annex (the vestry). There is five-level iconostasis in the church which comprises approximately 50 icons and was created by the craftsmen of Zhovkva Ivan Rutkovych's school of Painting and Carving at the beginning of the 18<sup>th</sup> century.

On 21 June 2013, at the 37 session of UNESCO World Heritage Committee in Cambodia, the Church of Holy Trinity was listed as part of a transnational World Heritage, one of 16 wooden churches of the Carpathian Region of Poland and Ukraine.

### Church of the Nativity of Mary



The church was built in 1705 to replace the previous wooden structure. There is a unique Baroque iconostasis inside created between 1708-10 by the Zhovkva craftsman called Kinush.



## Civil institutions

### City hall



The first stone city hall was built in the Renaissance style. The city hall was constructed by the architect Peter Beber in the year 1687. A sun dial is located on one of its walls. The modern city hall was built in 1932, one hundred years after its predecessor was dismantled. It was built following a competition, the winning design was by the architect Bronislav Victor in place of the former barracks and casemates. Prio to the World Wars the town crier would blow his trumpet from the city hall at noon, performing the specially composed melody “Kheinal”.

### Castle



The Castle was founded in 1594 by Zhovkva's founder Stanislav Zholkevskiy. The construction, overseen by Pavlo Shchaslyvyi, ended in 1606. Upon the invitation of Zholkevskiy, several well-known architects such as Amvrosiy Prykhylnyi, Pavlo Rymliany, Petro Beber worked here. On the castle façade, there were the statues of the first four owners of Zhovkva: Zholkevskiy, Danylovychs, Sobieskis, Radzyvyls. In the yard is the house where the city owners resided. The first court held the armory, stables, and the soldiers and servants quarters. There was a carriage court at the stables, and the blacksmith was located at the armory. In the eastern section were rooms for the numerous guests of the castle. The kitchen, bakeries, storerooms were located in the western area of the castle. Spring water flowed under this area through an oak water pipe. In the southern palace building were the private rooms of the castle's owner, as well as the treasury, and great halls for the formal reception. The main staircase led to the second floor. In 1640 a chapel was added next to the owner's room.



## Typography



The typography of the Fathers Brazilians which is the part of the monastery complex until it changed functions; it is now used as a printing office.

## Jewish typography



Jewish typography was well known around the world. This institution was established in 1690. Traditional religious literature was printed here, as well as the theological disputes of the authors who sent their work from different corners of the world. In 1795, the treatise "Palets Azariyi" (Azariah's Finger), written in 1727, where the issue of the Jewish esthetics is considered was printed here.

## **Green plantations monuments**



Along with the castle the park was laid-out in Zhovkva, in due time it became an outstanding example of landscape construction and 17<sup>th</sup> century design. The of baroque style garden one of the most significant examples of landscape architecture in Ukraine, disappeared in the 18<sup>th</sup> century.





Over 70 types of valuable trees still grow in the park. Nearby the castle's owners created the "Wild Beast Show" in one section of the park, on the green meadows on which the chamois and deer grazed. Hunting was the favorite leisure of all the lords of Zhovkva – both Zholkevskyis and Danylovychs, and the king of Rzecz Pospolita, Yan III Sobieski. The latter chose Zhovkva castle as his residence, turning it into his luxurious home.

### Movable monuments



In 1678, Zhovkva castle became the residence of King Yan III Sobieski. In the second half of the 17<sup>th</sup> – early 18<sup>th</sup> century, the city had reached its zenith in terms of both prosperity and its welfare. At that time the collection of arts, graphics, tapestry curving, china, weapon were kept in the castle. At the same time the city was glorified by the iconographers and carver of Zhovkva arts center of the late 17<sup>th</sup>- early 18<sup>th</sup> century. Parts of the king's heritage were lost, but some has survived to this day. One of the most important heritage assets is the famous canvas "Vienna Battle" and "Pokronia Battle" by the Italian artist M. Altmonte. They were stored in the Roman Catholic St. Lawrence temple in Zhovkva. Today they are on display in Olesk and Zolochiv castles.

### Sacral arts

The iconostasis of the school famous for Ukrainian iconography is kept in the wooden church located on the roadside of the city.

## Administrative information

### Responsible Authorities

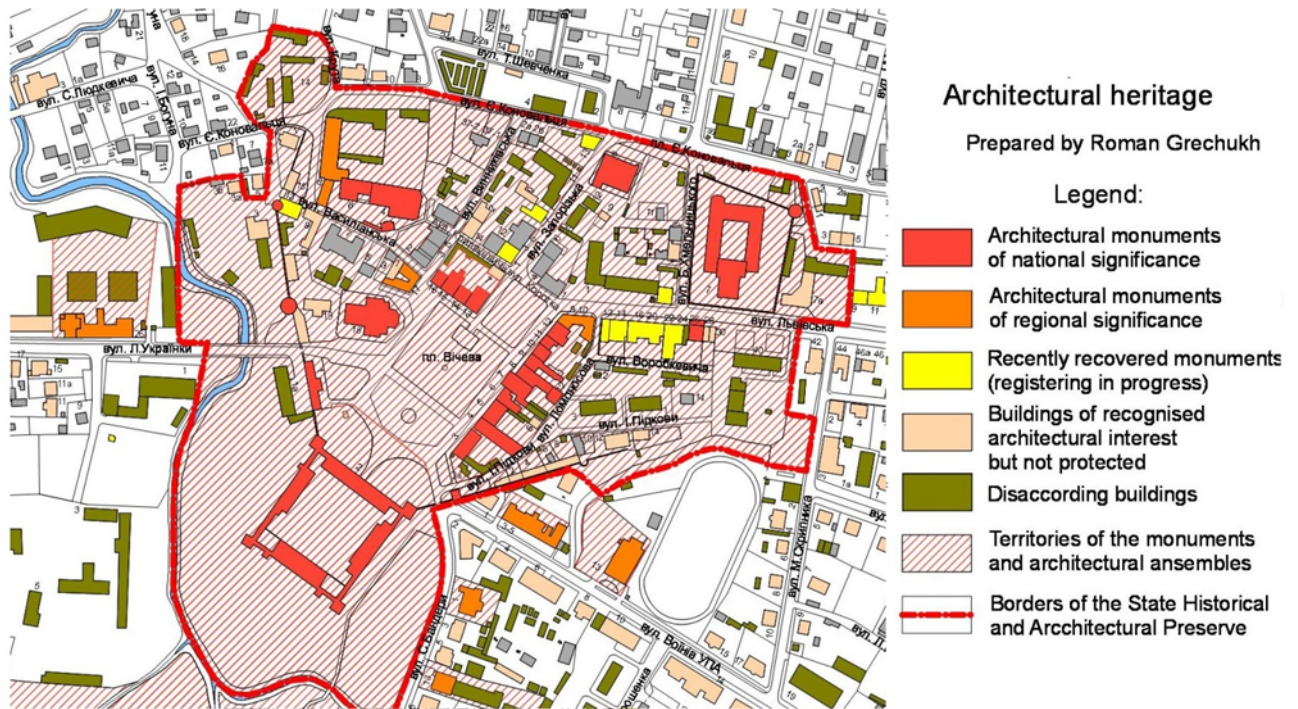
- Ministry of Culture of Ukraine/Ukrainian Center for Cultural Studies
- State National Architectural and Historical Reserve in Zhovkva
- Zhovkva Town Council
- NGO "Zhovkva Center for Urban Development".

### Type of monument

All cultural and historic heritage, all types of objects, presented in Zhovkva – sites, monuments, architectural monuments, historic and architectural complexes, dwelling houses, churches and temples, etc.



Map reference



Ownership

Cultural heritage sites in Zhovkva are under different forms of ownership. The planned information and communication platform will include all the available data on each of these sites/monuments or places, regardless of their ownership (private, municipal or state).

Statutory Protection/Constraints

Over 40 architectural monuments are currently registered in Zhovkva, and almost the same number are to be inscribed in the National List of Monuments. The list of monuments now under state protection includes various types of historical sites (see below).

**Needs and requirements**

The platform has the capacity to become an important impetus and basis for quality management of cultural heritage in Zhovkva. It can be the basis for cultural enlightenment of townspeople. The platform will be as much of interest to cultural specialists, as to investors looking for sites.





## Constraints and opportunities

### Summary of condition

The single information communication platform will be based on the local cultural heritage of Zhovkva, and include its many religious and spiritual monuments, but also dwellings with significant cultural or architectural value and local elements of intangible cultural heritage.

At present information on cultural heritage is located in different places: the Town Council; the State Historical and Architectural Reserve; the Tourist Information Centre; and, in private libraries. For the most part, technical documentation is absent, and would be difficult to collect due to accessibility for reasons of ownership, location or the dangerous state of many structures.

During project set up, it is unlikely that the database will be populated with all the necessary information. Therefore, Zhovkva City Council envisages the creation of an office to maintain and enhance the platform, ensure its sustainability.

Both project staff, and office staff employed to maintain the platform, will be in constant contact with stakeholders to collect and publish new information. The organizers of the project will seek feedback from those submitting materials (photos, documents, letters) for publication on the platform. This structure will ensure the platform's operation is sustainable; becoming a good source of information not only for tourists and Zhovkva residents, but also researchers and investors.

### Summary of Physical Condition:

The platform does not exist, its creation will require the united efforts of different experts, professionals, authorities, bearers of traditions and keepers of historic data, volunteers, etc.

### Condition Risk Assessment – A

### Priority for intervention – High

### Existing information

#### Documentary sources

The list of monuments which are under state protection:

- 1 Castle, 1594-1606, 2 Vicheva Sq., 384
- 2 Parish Cathedral of Holy Lawrence, 1606-1623
- 3 Bell tower, XVII c., 18 Vicheva Sq., 396/2
- 4 Dominican Cathedral, 1653-1655, Lvivska Str., 387/1
- 5 Dominican Monastery, 18<sup>th</sup> century, 7 a Lvivska Str., 387/2
- 6 Church of Holy Christ Heart, 17-20<sup>th</sup> centuries, 4 Vasylivska Str., 388/2
- 7 Synagogue, 1692-1700, 2 Zaporizka Str., 389
- 8 Defense walls and towers, 17<sup>th</sup> century, 392
- 9 Zverynetska Gate, 17<sup>th</sup> century, 2 Vicheva Sq., 1383
- 10 Holy Trinity Church, 1720, 90 Lvivska Str., 393
- 11 Dwelling house, 17-20<sup>th</sup> centuries, 13 Vicheva Sq., 394/1
- 12 Dwelling house, 17 -19<sup>th</sup> centuries, 14 Vicheva Sq., 394/2
- 13 Dwelling house, 17 -19<sup>th</sup> centuries, 15 Vicheva Sq., 394/3
- 14 Dwelling house, 17-20<sup>th</sup> centuries, 16 Vicheva Sq., 394/4



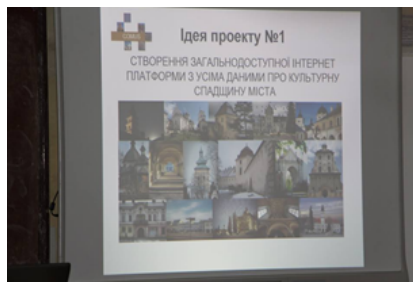
- 15 Church of Christmas Virgin, 1705 I.Franko Str., 395
- 16 Krekhiv Vasylian Monastery of St Nicholas, 17<sup>th</sup>-20<sup>th</sup> centuries, с.Козулька, 455
- 17 Dwelling house, 17-19<sup>th</sup> centuries, 3 Vicheva Sq., 394/5
- 18 Dwelling house, 17 -19<sup>th</sup> centuries, 4 Vicheva Sq., 394/6
- 19 Dwelling house, 17 -19<sup>th</sup> centuries , 5 Vicheva Sq., 394/7
- 20 Dwelling house, 17 -19<sup>th</sup> centuries, 6 Vicheva Sq., 394/8
- 21 Dwelling house, 17 -19<sup>th</sup> centuries, 7 Vicheva Sq., 394/9
- 22 Dwelling house, 17 -19<sup>th</sup> centuries, 8 Vicheva Sq., 394/10
- 23 Dwelling house, 17 -19<sup>th</sup> centuries, 9 Vicheva Sq., 394/11
- 24 City Hall, 17<sup>th</sup> century til 1932, 1 Vicheva Sq., 1378
- 25 Dwelling house, 17 -19<sup>th</sup> centuries, 2 Lvivska Str., 1379

### Bibliography

Archive of the State Historic and Architecture Reserve in Zhovkva.  
Documentation of Zhovkva City Council and Tourist Information Centre.

### Fieldwork already conducted:

Public discussions and research.



Public discussions, especially among young local residents

## Description of the Project

### Outline of the Project

The *main scope* of the project is to create a single Zhovkva heritage platform.

The *main target group* of the project are citizens of Zhovkva and its district, local authorities, city visitors, researchers, investors and other stakeholders.

The *specific objectives* are:

- Raising awareness about heritage and its meaning;
- Providing free access to all users to detailed information on the cultural heritage of Zhovkva;
- Increasing the interest of scientists in Zhovkva's cultural heritage;
- Increasing the interest of investors in Zhovkva;
- Creating new partnerships based on culture;
- Increasing the level of local community involvement and co-operation.





The project aims to implement the initial stages of the comprehensive regeneration and revitalization of the city's historic core and ensure public support for such activities.

### Desired results

- All stakeholders get free access to the open data on Zhovkva's cultural heritage with detailed analysis;
- The awareness of the residents about the cultural heritage importance is enhanced, the interest in adapting and using the heritage accordance to the modern standards of life is increased.

### Impact:

- Community revitalization and enhancing the local authorities,
- Increased interest of scientists and investors for Zhovkva cultural heritage,
- Attractive town.

### Broad summary of the vision for the site

One of the main components of monument protection is accounting and registration. The platform will become a single source of information and communication on cultural monuments of Zhovkva, providing free access to all stakeholders (residents, scientists, researchers, investors, tourists) to information on cultural objects, providing a space for the exchange of information and ideas.

This single resource will provide an open-access data base on the city's cultural heritage. When information is not available on the site, stakeholders will be informed where they can seek alternative sources of information. The platform will strengthen public supervision of the preservation of cultural heritage monuments, reducing law violation in this sphere.

The following issues would be resolved within the framework of a single on-line platform:

- record of immovable monuments;
- register of find spots;
- formulation of the statistic records on immovable monuments;
- register of owners, tenants, users of monuments, including religious organizations;
- monitoring monuments condition;
- list of potential monuments in Zhovkva;
- access to information without limitation in time and/or space.

The action will have an "impact" effect while implementing the initial stages for implementing the Reference plan, developed within the COMUS project. The proposed activities will be replicable in other small historic cities in Ukraine and in the Eastern Partnership region. The action will promote a partnership between Zhovkva Town Council and local activists, businesses and experts. The action was planned jointly with local stakeholders to ensure its sustainability and local ownership.

### Technical condition of the proposed action

The platform will be on online, with its own internet page. However, given the project's aim to store information and provide sustainable access, regardless of technical terms, the





bulk of the data posted on the platform will also be made available in physical form, for example, in an administrative office. The Platform's office and a further post in the Tourist Information Centre in Zhovkva will provide this physical access.

### Outline summary of required works

The proposed Internet platform should differ from existing archive sources by providing high quality freely available information, present innovatively and containing a diversity of ideas. The main audience should represent not only a circle of specialists but also include representatives of the local and international community.

In terms of its construction, the system should be accessed via a main menu offering separate functional sections.

## **Elaboration of the project**

### **Assessment of activities**

The project will take 2 years to develop. The suggested timeline and phasing is general, with detailed description of the activities:

Phase 1 – Research and preparation

Phase 2 - Technical work on creation of the online platform

Phase 3 - Construction of cultural heritage platform

Phase 4 - Promotion of the platform

Phase 5 – Long-term maintenance of the platform

### **Detailed description of activities**

#### Activity 0

*Name of activity:* Staff recruitment for the office

*Timeline:* financing three posts for 2 years (one full-time, two part-time)

*Description:* for the co-ordination of the project one full-time post should be financed by Zhovkva City Council.

The Co-ordinator should have an understanding of heritage and archiving of information about heritage. She/he should also be able to organise public activities and events around awareness raising about heritage.

Two part-time posts to support co-ordinator in implementing project activities. The support assistants need to be able to process information, write press releases, produce copy on heritage (using clear, accessible language). They should have technical understanding of how to maintain websites, process online information and administer online media. Furthermore, an understanding of book keeping and administration is needed.

*Deliverables:* project documentation

*Estimated costs:* 12 months x €500

12 months x 2 x €250 (two part-time posts)

Per year: €12,000

Staff for two years €24,000

#### Activity 1

*Name of activity:* Launch Conference







**Timeline:** Month 1 of project implementation

**Description:** The Launch Conference will be organized by partners with participation of various stakeholders: the funders, the partners, local NGOs, local and national press, cultural institutions, civic actors and local residents. This action will present the main aims of the project, its main activities and desired results, steps and timing. The conference will be used to attract potential funders and partners and popularize the project using various tools.

**Deliverables:** publications, press release

**Estimated costs:** €700

### Activity 2

**Name of activity:** Gathering information

**Timeline:** year 1

**Description:** This phase will involve local, national and foreign experts. Each of them will engage in activities to collect detailed information concerning the cultural heritage of Zhovkva.

**Deliverables:** expert's report

**Estimated costs:** €19,200

### Activity 3

**Name of activity:** Technical development of the online platform

**Timeline:** 3 months

**Description:** the creation of the platform will involve a profiled company to develop a separate site to fill the information submitted by experts. On the platform will be posted online map of Zhovkva Heritage.

**Deliverables:** site of the Zhovkva cultural heritage platform

**Estimated costs:** €2,000

### Activity 4

**Name of activity:** Construction of cultural heritage platform

**Timeline:** 2 months

**Description:** The office will be equipped to ensure the project is sustainable. The office will be equipped with furniture, appliances and information materials. One person will be employed to work in the office.

**Deliverables:** information materials

**Estimated costs:** €1,300

### Activity 5

**Name of activity:** Promotional activities

**Timeline:** Throughout

**Description:** During the project's implementation, the implementation team will maintain the project's visibility and communication using various tools: mass media and social media, blog, promotional leaflets and brochures, community fundraising.

**Deliverables:** project leaflet, social media pages, brochures, press releases, reportages at local and national TV stations, events.

**Estimated costs:** €3,000





### Activity 6

*Name of activity:* Final conference

*Timeline:* last month of the project implementation

*Description:* The final conference will be organized by partners at the end of the project. It will be used to promote the project's activities and present its main outcomes.

*Deliverables:* publications, press release

*Estimated costs:* €700

### Activity 6

*Name of activity:* Long-term maintenance of the platform

*Timeline:* 2 years

*Deliverables:* Preparation of description needed for the company that creates the website. Maintenance and running costs once the site is set up.

*Estimated costs:* online costs – €100/per year. 2 years – €200.

Technical monthly maintenance done by a person: cover through one of the personnel of activity 0.

### **Budget appraisal**

The total estimated cost for the creation of Zhovkva cultural heritage platform is **€51,100**

### **Listing of possible funding sources**

In order to attract investment, the following financing bodies should be considered:

- national and regional development funds;
- international and cross-border cooperation funds;
- grants and subventions;
- local funds of the City of Zhovkva.

### **Expected environmental and social impact**

*These include:*

- enhancement of the image of the city as a regional historical and touristic centre;
- community revitalization and enhancing the local authorities;
- increased interest of scientists in Zhovkva cultural heritage;
- increased interest of investors;
- raising awareness of stakeholders;
- improving international cultural relations;
- increased attractiveness of the city.

### **Risks**

*These include:*

- unqualified staff and expertise;
- failure to comply with internationally accepted methods and practices;
- financial issues;
- failure to define and implement a sustainable vision for the development of the platform;
- lack of fruitful co-operation between partners;
- inefficient use of the created cultural heritage platform;
- inadequate institutional support;





- access to information is not made available, or lack of information, or too much information that can not be handled;
- long-term updating of data might take more capacity than envisaged.

### Development scenarios

Various scenarios are possible:

- (1) No action: in this case the social, cultural and economic development of Zhovkva will be delayed;
- (2) Platform is created but lacks sustainability: it will increase awareness of City residents and function as a temporary tool for city promotion. However, in this scenario, a lack of sustainability will reduce the future impact of the project, weakening the image of Zhovkva among partners and residents.
- (3) Creation of a sustainable platform with functioning: this case will ensure the achievement of all expected project results.

### Management and sustainability

The project will be implemented by a Project Implementation Unit (PIU), responsible for planning, organizing the process, monitoring and visibility. The PIU is composed of long-term and short-term experts responsible for delivering specific tasks, such as regular internal meetings to ensure the project runs efficiently according to its planned schedule. The PIU will include a representative of the Ministry of Culture of Ukraine, State historical and architectural reserve in Zhovkva, Zhovkva city council, Tourist information center of Zhovkva, regional jewish and polish community, local NGOs and a Project Manager. The PIU will also include local and national experts contracted for specific tasks as required.

### Assessment of viability

Websites are an essential tool for informing stakeholders; the planned platform will not only inform, but also communicate and provide feedback. The action will have a positive social impact on the local community.

Some of the long-term side effects of the creation of the platform include: an increase in social responsibility; reduced emigration and brain drain; and, encouraging new investments as well as additional research, cultural and creative activities. The action will also contribute to the development of local tourism and local businesses.

## SWOT Analysis

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>- A large cluster of cultural heritage in a small city</li> <li>- Cultural heritage of several nations and of outstanding heritage value</li> <li>- Motivated managing staff</li> <li>- A diverse target-group</li> </ul>	<ul style="list-style-type: none"> <li>- Poor physical condition of the cultural heritage objects</li> <li>- Low awareness</li> <li>- Lack of sufficient information on heritage</li> <li>- Outdated equipment and facilities</li> <li>- Lack of available funds</li> </ul>





<ul style="list-style-type: none"> <li>- the city is of great interest to international scientists, investors and tourists</li> <li>- Active community</li> </ul>	<ul style="list-style-type: none"> <li>- Poor institutional capacity</li> <li>- Lack of fruitful partnerships and co-operation with other organizations</li> </ul>
<p><b>Opportunities</b></p>	<p><b>Threats</b></p>
<ul style="list-style-type: none"> <li>- Location of the city in two Euro-regions – Bug and Carpathians</li> <li>- Positive relationships with Polish and Jewish communities</li> <li>- Increase awareness of heritage values among the local and international community</li> <li>- Increase interest of authorities and investors for the city of Zhovkva</li> <li>- Development of project management skills for local professionals</li> </ul>	<ul style="list-style-type: none"> <li>- Lack of efficient co-operation among partners</li> <li>- Lack of support from national authorities</li> <li>- Poor implementation of legislation</li> <li>- Different ownership of cultural heritage objects</li> <li>- Lack of information</li> </ul>

**Finance for sustainability**

After the launch of the platform, its maintenance and development will be assured by the Tourist and Information Centre of the City of Zhovkva. The Tourist Information Centre is a municipal organisation, it will run the platform with the support of the local authorities.

**Management for sustainability**

A database administrator will form a community organisation “Tourist and Information Centre of the City of Zhovkva”. This specialized structure, partly funded by the civil authorities and subordinated to them, will provide the best administration for the platform using its resources to achieve its objectives as relateds to tourism development.

- Mrs. Olena Klak
- Mrs. Valentina Demian
- Mrs. Olena Serdiuk
- Mrs. Apostolova-Sossa

