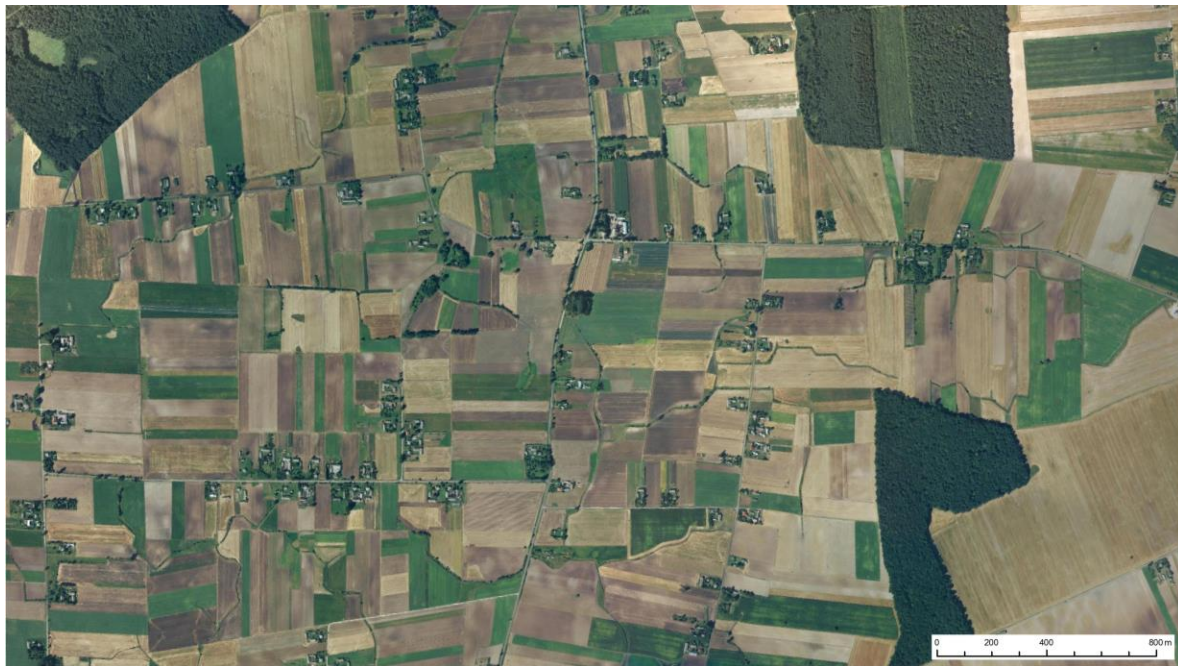


# The Goth Village in Masłomęcz (Poland) as the example of place-based development strategy

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University of Lodz

- Rural areas in Poland are in the time of intensive transitions:
  - *dynamic emergence of a multifunctional rural regime which influences new non-productive functions in local economies and new lifestyles reflected in the rural landscape*
  - *empowerment of local communities and thus reinforcement of social and territorial identity*
- This presentation shows the path towards a widely understood rural renewal reflected by redefining local identity and multifunctional development undertaken by the local community in the area that was economically and socially impoverished.
- Thematic village based on local historical assets appeared to be a successful tool in this process.

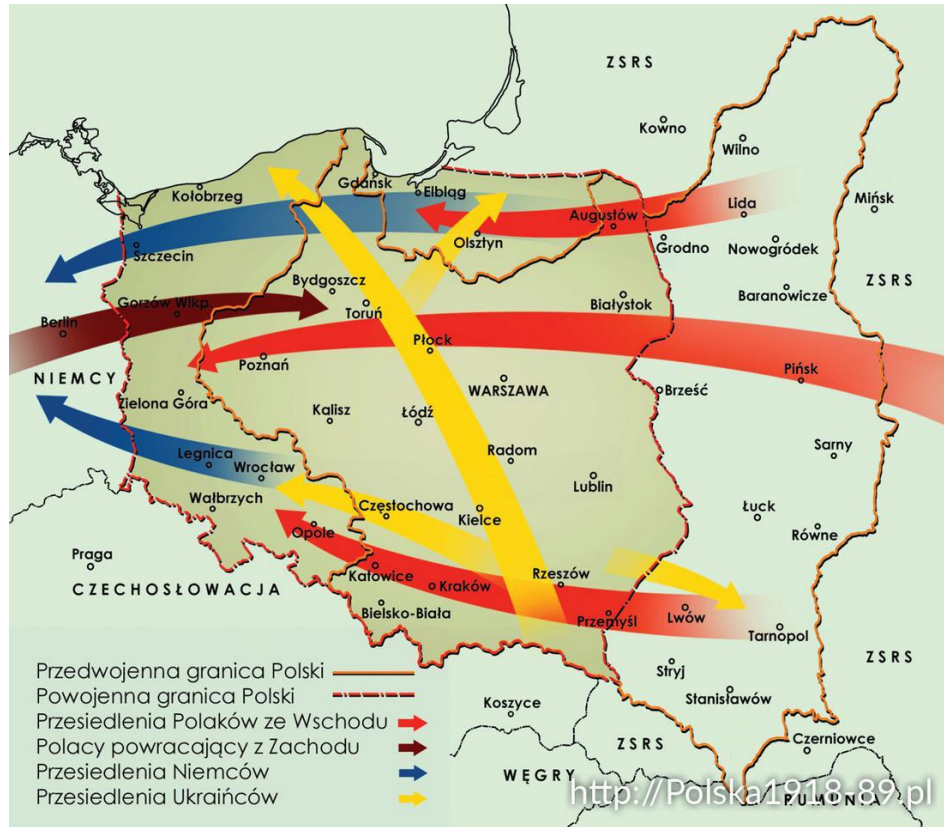
# The village of Maśtomęcz











- The very first moments in Małomęcz appear – against the regional background – to disappoint.
- Contemporary character of the village is marked by a complex set of political, historical and demographic factors.
- The former multicultural society have undergone during the war and the post-war period. Among the most important of these was the resettlement of the Ukrainians from Poland to the Ukrainian SSR in the years 1945-46 and the “Vistula” action in 1947, consisting in the resettlement of the Ukrainian population to the western and northern regions of Poland, as well as the settling of the Polish population, repatriated from the USSR in the period 1944-48 and later on in the 1950s





- In a narrow sense, it is focused on selecting a leitmotif for places, events or persons, which become the basis for creating tourist products and serves mainly the marketing purposes.
- In a broad sense, it is a model for development of local (in this case rural) community providing the basis for acquiring, creating and developing the local identity.
- Małomęcz is the example of thematic village developed on the basis of a authentic, historical assets of the place.
- During archeological excavations between 1977 and 2002, a complex of Goth settlements and cemeteries from the 2nd-4th c. were discovered. It is estimated that at that time the population of Małomęcz was 2,000.



Źródło: [www.wioskitematyczne.org.pl](http://www.wioskitematyczne.org.pl)



# From excavations (1977-2002) to the Goth Village (2007)



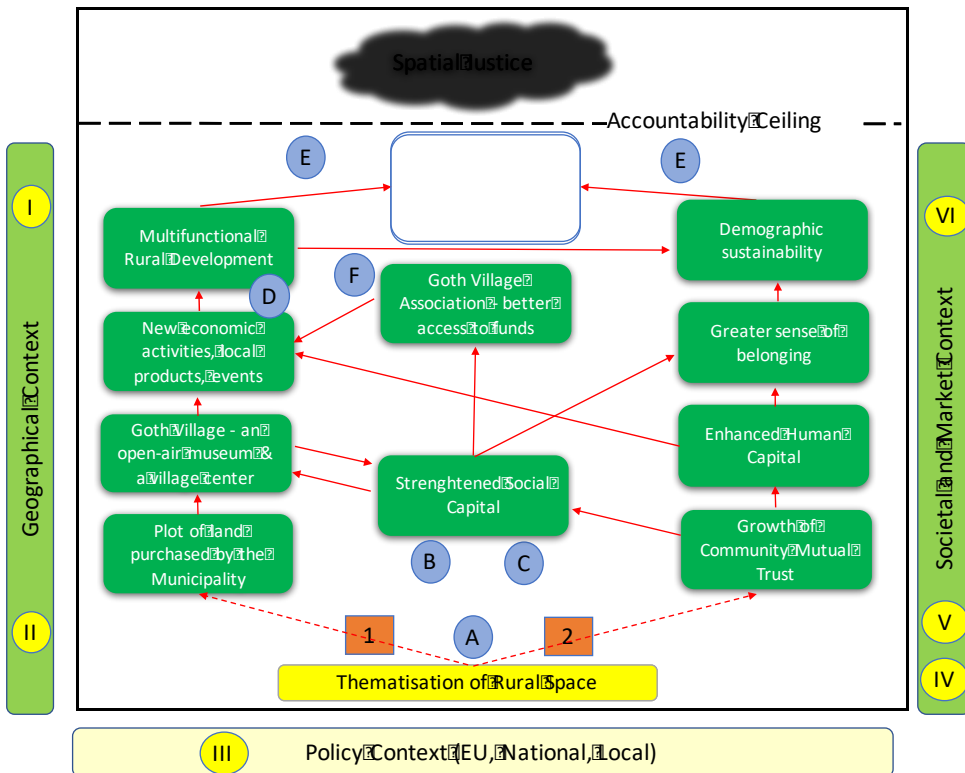
# From excavations (1977-2002) to the Goth Village (2007)

## The leading role of leaders:

1. Archeologists (Lublin University)
2. Regional Museum
3. Local Authorities
4. Farmers Wives' Association

## Accession of Poland to EU





# Baseline Mechanism Mapping

## BASELINE ASSUMPTIONS

- A Local Assets
- B Capability of collaborating
- C Leader(s)
- D Smart economic specialisation
- E Stability/growth
- F Strategic and learning capacities

## CONTEXTUAL CONDITIONS AND DRIVERS

- I Economic opportunities from local assets
- II Substitutes for agglomeration advantages
- III Continuity of support
- IV Demographic shrinking and ageing
- V All-year offer of the Goth Village, regional clustering
- VI Continuity of institutional backing

## INTERVENTIONS

- 1 Local Development Strategy
- 2 Bringing Archaeology Back to Małomęcz





## Goths in Masłomęcz













## Social

- Development of social interest in the village's past
- Development of new skills, social relations
- Development of strong local and regional identity

## Economic

- The trigger for the multifunctional development of the village
- Development of new economic activities (entrepreneurship), local products, events

## Spatial

- New landscape forms, architectural dominants
- New „central place” (center) of the village
- Preservation/regeneration of existing places important in the scope of the action

# Effects of thematic Goth village on local development

Social



Economic



Spatial





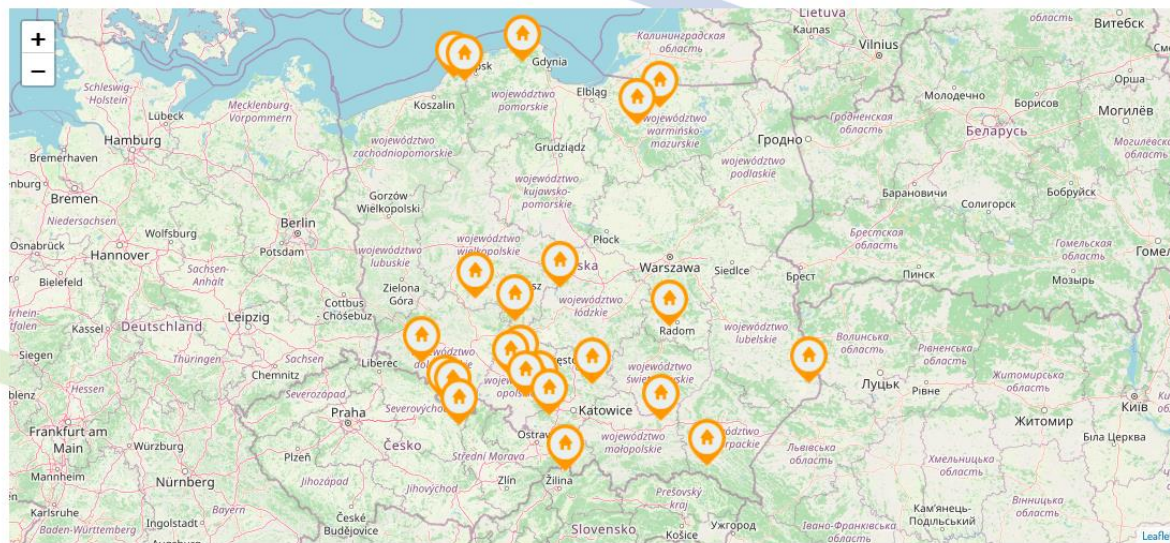
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- The main promoters for successful place-based strategy undertaken in presented case are:
  - *an authentic theme for developing the thematic village ;*
  - *mutual trust of the local community and external actors (archaeologists);*
  - *strategic capacity of the Goth Village Association members in defining, reflecting and pursuing their aims to build up a platform for sociocultural activities in Małomęcz;*
  - *learning capacity of the association, including its flexibility and adaptability to react effectively when opportunities arise*
- Apart from these internal factors, further supporting factors play a role:
  - *organisational and conceptual support of the community of Hrubieszów, Regional Museum and the UMCS in Lublin*
  - *EU funding programmes*
- Regarding the main challenges we might conclude:
  - *peripheral location of Małomęcz having impact on regional scale of the Goth Village open-air museum*
  - *seasonal character of the Goth Village activities*
  - *demographic crisis in rural areas (especially in peripheries)*

## Goth Village as the place-based strategy in practice

- For more than a decade, now, the reform of the EU's Cohesion Policy has been on the agenda, primarily moving towards localism, regionalism and place-based strategies (European Commission 2008).
- As an overall approach, localism emphasises place, community, locality and region as the appropriate focus of policy and practice (DCLG 2011; RTPi 2021; Stead 2014; Hadjimichalis and Hudson 2014). It advocates the methods of place-making, place-based regeneration, community-based planning and development, and neighbourhood planning (RTPi 2021; Hambleton 2015; Gleye 2015; Hildreth and Bailey 2014; Turok 2013; DCLG 2011).
- A place-based approach is expected to promote a strategic shift towards more place-sensitive, cross-sectoral and socially inclusive development.
- These expectations are underlined in the **new Territorial Agenda 2030**, which highlights that the place-based approach is key for territorial cohesion and for the overall strive towards a just Europe.

# Thank you for your attention!

## Project Consortium



ILS – Institut für Landes- und  
Stadtentwicklungsforschung



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