

Mendel University in Brno  
IGU Commission on Local Development  
University of Life Sciences Wrocław  
Podyjí National Park Administration  
UNISCAPE Network



4<sup>th</sup> Moravian Conference on Rural Research  
**EURORURAL '14**

Under auspices of  
*JUDr. Michal Hašek,*  
*Governor of the South-Moravian Region*

and

*Bc. Roman Onderka, MBA*  
*Mayor of the Statutory City of Brno*

**EUROPEAN COUNTRYSIDE  
WITHIN THE POST-  
INDUSTRIAL SOCIETY**

3<sup>rd</sup> Circular  
August 2014



Brno, Czech Republic, August 25-29, 2014



*Dear colleagues,*

Rural area was traditionally connected with agriculture. To compare with urban, rural areas were considered to be backward, retarded, not worthy of an intensive research. However the situation has changed in the last time. Although cities are still centres of development in the globalization process, people in Europe leave them as a result of the processes of suburbanization and counter-urbanization. The share of rural population slowly increases in European countries. In addition, farmers form only a minority in contemporary rural settlements. The countryside is getting to be a multi-functional space. Secondary and tertiary sectors penetrate to the countryside. Tourism and agro-tourism develop in the large scale. Agriculture is getting focused more on the maintenance of landscape than on the production. On the other hand, environmental problems also have an impact on rural landscape. European countryside develops within the globalization process. Rural communes and micro-regions are searching for their own ways of local development as full-fledged entities. Academic research should respond to the new situation.

We have the honour of inviting you to the **EURORURAL '14** conference on EUROPEAN COUNTRYSIDE WITHIN THE POST-INDUSTRIAL SOCIETY. It is the 4<sup>th</sup> of Moravian rural conferences organised by the Department of Applied and Landscape Ecology, Faculty of Agronomy, Mendel University in Brno. The aims of the conference are as follows: to map European rural research and particular interests of investigators, to gain a space for presentation of contemporary knowledge about rural research, to continue in the tradition of international conferences dedicated to rural problems, to support intra-personal contacts among experts of different disciplines dealing with rural problems, to present South Moravian rural landscape. The conference is aimed at relatively complex view of rural problems from different viewpoints (ecology, geography, demography, sociology, economy, territorial planning), less at research of specific problems in detail.

The conference is open for all scientists dealing with rural matters from universities, research institutions or other public or private bodies from European countries and around the world. The participants are asked to complete the registration form till **June 26, 2014** to have their abstracts published in the Collection of Abstracts. The participation in the conference is possible also after the deadline but individual services are available to full capacity. The registration form is available on <http://www.uake.cz/eurorural14/>.

## CONFERENCE TOPIC

The topic of EURORURAL '14 conference includes wide scale of issues:

- Rural landscapes, landscape ecology, landscape planning
- Rural settlement, small towns as centres of rural micro-regions
- Rural sociology and demography, quality of rural life
- Rural economy, role of agriculture, tourism and other branches
- Local development in the periphery
- Rural human and social capital, role of creativity



Brno: Špilberk castle (source: official website of Brno city, Miloslav Bouška)



Brno: St. Peter and Paul Cathedral (source: official website of Brno city, Vít Mádr)

## PRESENTATIONS AND CALL FOR PAPERS

Presentations should be in English, preferably power-point based. The Collection of the Abstracts in printed form will be available to the participants by the registration. Also a poster session will be opened.

## PUBLICATION STRATEGY

In order to offer you the publication of your presentation in an international journal, your full papers will be submitted to European Countryside - if you wish - [<http://www.degruyter.com/view/j/euco>] for a reduced price of EUR 75 (payable after the acceptance of the paper). European Countryside is reviewed, double blinded, international on-line journal [<http://www.european-countryside.eu>] with completely free access for its readers (more than 25 thousand downloads of individual papers in last 5 years). This fact creates a relatively high probability of quotations of the articles. Your papers should be delivered in any time between payments of your conference fee and August 2016. The papers should respond to the instructions for authors of European Countryside [<http://www.european-countryside.eu/>]. They will pass through standard per-review procedure which is the pre-condition of their publication. The address for communication is [eurocountry@seznam.cz](mailto:eurocountry@seznam.cz).

## VENUE

The metropolis of historical Moravia and the second largest city in Czechia - Brno has population of about 400.000 people. Its modern history is more than 800 years long. The city has always been an important trade, administrative, transport and cultural centre. It was one of the first industrial points of the former Austrian-Hungarian Monarchy. At the present time, the educational function represented by 84.000 university students is the most important in the city. This potential is completed with 13 Institutes of the Czech Academy of Sciences and with the Czech Technological Park. Social infrastructure includes 6 public and state universities, 15 colleges, 12 hospitals, 14 theatres, 38 galleries, 16 museums, 60 churches, 43 public libraries and a Zoo. The commercial tradition is represented by Brno Trade Fairs (23 different types of events per year).



Brno, Fair grounds (source: CzechTrade)



Brno, Náměstí Svobody Square (source: Wikimedia Commons)

Brno is known as a venue of various scientific, cultural and sports events. One of the Motorcycle World Championship races takes place at the Brno Racing Track every August. Brno has an excellent road, train and bus connection and the international airport Tuřany with regular connections to London (Stansted, Luton), Moscow (Vnukovo) and Eindhoven. City transport operates 12 tramway lines, 13 trolleybus lines, 41 bus lines, 11 night bus lines and 1 ship line.

The architecture from the first half of the last century represented by famous Tugendhat Villa (a part of the UNESCO World Heritage) is worthy of seeing. The physical structure of the city is considered to be very pleasant. There are also some places of interest in the surroundings of the city: the Austerlitz battlefield, the viniferous regions of Southern Moravia, Moravian Karst etc.

Mendel University is the third largest and fourth oldest university in Brno. It was founded in 1919 as the Agricultural College. At the present time, 10 thousands of Czech and about 600 foreign students study at one of five faculties: Agronomy, Forestry and Wood Technology, Horticulture (situated in Lednice, South Moravia), Business and Administration, Regional Development and International Studies and the Institute of Lifelong Learning. The University uses the University Training Farm at Žabčice and the Forest Training Enterprise "Masaryk Forest" at Křtiny. Student accommodation facilities provide 3,148 beds. The library disposes with more than 400,000 issues, being the 4<sup>th</sup> largest library in the City.

## DETAILED PROGRAMME OF THE CONFERENCE

### **Monday, August 25, 2014**

Registration, Mendel University in Brno, "M" building, 2<sup>nd</sup> floor 09:00 - 16:00

Excursion to the Tugendhat Villa (*meeting point in front of the M building at 9:40 or in front of the Villa (Černopolní Street 45 - 300 m from the University) at 9:50*) 10:00 - 11:30

Opening Ceremony 13:30 - 14:00

Session 1 (moderator A. Vaishar) 14:00 - 15:00

- *Shaddock, J. (Shrewsbury): Cross-Regional Working: What's in it for us?*
- *McAreevey, R., Shortall, S. (Belfast): Rurality and static essentialism*

Coffee Break 15:30 – 16:00

Session 2 (moderator C. Wallace) 16:00 – 18:00

- *Pospěch, P. (Brno): The rural and its legitimacy in the post-socialist public discourse*
- *Nilsen, R.E. (Tromsø): Industrial and post-industrial regional transformation – some Nordic example*
- *Nurković, R. (Sarajevo): Influence of industry on changes in rural settlements on example of the ironworks in municipality of Zenica*
- *Veveris, A., Ozolins, J., Mikelsons, Z. (Riga): Employment tendencies in Latvian countryside and possible solutions for solving employment problems*
- *Sofer, M. (Ramat Gan): Rural entrepreneurship in Israel. A pillar in local and regional development*

Walking excursion in the City centre (*meeting point in front of the Q building*) 18:15 – 21:00

*The excursion route: Mendel University– Lužánky park (the oldest one on the Czech territory) – Municipal Theatre - Moravské náměstí Sq. – Opera Building – Palace of Justice – Mahen Theatre (the oldest building in Continental Europe with electric lightening according to the project of T.A.Edison) – Měniňská brána gate – Liberty Sq. – Dominikánské náměstí Sq. - Cabbage market - St. Peter and Paul cathedral - Špilberk castle*

## Tuesday, August 26, 2014

Session 3	(moderator R. McAreavey)	8:30 - 10:30
<ul style="list-style-type: none"><li>• Glezer, O. (Moscow): <i>Development of rural municipalities in the North and in the South of the European part of Russia</i></li><li>• Kovacs, A.D., Farkas, J.Z. (Kecskemet): <i>Development experiences in local space - case studies of peripheral rural areas in Hungary</i></li><li>• Akpınar, F., Basaran, G. (Izmir): <i>Evaluation of the rurality in Izmir metropolitan areas after launching of the new jurisdiction, "complete city law"</i></li><li>• Wallace, C. (Aberdeen): <i>Connected communities</i></li></ul>		
Coffee Break		10:30 – 11:00
Session 4	(moderator S. Shortall)	11:30 - 13:00
<ul style="list-style-type: none"><li>• Vaishar, A. et al. (Brno): <i>Renewable energy and rural sustainability</i></li><li>• Sposito, M. (Besançon): <i>French-Swiss rural areas and their very small companies: closed connections between domestic and professional spheres</i></li><li>• Sanglhuber, E. (Wien): <i>Strategies of farming under a socio-economic perspective- impact and changes on land use and grassland in the municipality Keutschach am See (Carinthia, Austria).</i></li><li>• Borodina, T. (Moscow): <i>Old and new factors of development of the countryside between two Russian capitals</i></li></ul>		
Lunch (Dining Room at the Mendel University, building X)		12:30 –
13:30		
Session 5	(moderator J. Shaddock)	13:30 – 15:30
<ul style="list-style-type: none"><li>• Šťastná, M. et al. (Brno): <i>Rural tourism – a solution for the countryside?</i></li><li>• Möller, P. (Falun): <i>"When a small village turns into a city": how tourism affects young adults' perceptions of and effective bonds to a rural community</i></li><li>• Pawlak, A. (Kraków): <i>Significance of historical market squares In small towns and theirs contemporary transformation-malopolska case study</i></li><li>• Khendriche-Trhlínová, Z., Ahneová, I. (Praha): <i>Role of local partnership in sustainable rural development: some constraints and perspectives of the community based development approaches in Czech Republic</i></li><li>• Fischer, W. (Graz): <i>Local development in the periphery of Mürzer Oberland (Styria)</i></li></ul>		
Coffee Break		15:30 - 16:00
Poster Session		16:00 - 17:00
Visit of the Arboretum of Mendel University		17:15 - 18:30
<p><i>Arboretum and Botanical Garden is situated between faculties of Agronomy and Regional Development in the Mendel University campus. Its area is 11 ha. The arboretum originated in 1926. It was shifted to the present place in 1968. It contains 4,000 trees, 3,000 orchids and other plants.</i></p>		

### **Wednesday, August 27, 2014**

Session 6	(moderator M. Šťastná)	08:30 – 10:30
	<ul style="list-style-type: none"><li>• <i>Adamczyk, J., Majchrowska, A. (Łódź): Can abandoned farmlands be important habitat for biodiversity in rural areas?</i></li><li>• <i>Burov, A. (Sofia): Transition of peripheral rural areas - implications for the spatial planning system in Bulgaria</i></li><li>• <i>Wójcikowski, W. K. (Kraków): Reclamation of surface mine areas in suburbs of Cracow</i></li><li>• <i>Podhrázká, J. et al. (Brno): Land Consolidation in Czechia. Perception versus reality.</i></li><li>• <i>Mosiej, J. (Warszawa): Water as an integrating factor of sustainable rural development in Poland</i></li></ul>	
Coffee Break		10:30 - 11:00
Session 7	(moderator T. Borodina)	11:30 - 13:00
	<ul style="list-style-type: none"><li>• <i>Oğuz, C. (Konya): The importance of rural women as a part of population and labour in Turkey</i></li><li>• <i>Węclawowicz-Bilska, E. (Kraków): The effects of spatial growth of economic activity in rural areas and small towns in Polish Carpathian region during recent years</i></li><li>• <i>Vavrouchová, H. et al. (Brno): Landscape memory and rural identity</i></li><li>• <i>Zapletalová, J. et al. (Brno): Social development of ecologically sensitive rural areas: case studies Moravian Karst (Czechia) and Devetashko Plato (Bulgaria)</i></li></ul>	
Lunch (Dining Room at the Mendel University)		13:00 - 14:00
Session 8	(moderator W. Fischer)	14:00 - 15:30
	<ul style="list-style-type: none"><li>• <i>Trpáková, L., Flekalová, M. (Brno): Identification of landscape compositions on historical maps</i></li><li>• <i>Gubańska, R., Gubański, J., Burdzyński, J. (Wrocław): Revaluation of palatial and farm unit in Łomnica and its influence on the cultural landscape of the countryside</i></li><li>• <i>Gantar, D. (Ljubljana): Visions and attitudes of farmers towards future landscape changes In the context of demographic issues, health and quality of life</i></li><li>• <i>Ryenchinmyadag, T. (Ulaanbaatar): Sensitivity landscape risk assessment of the Central Region, Mongolia</i></li></ul>	
Coffee Break		15:30 - 16:00
Closing Ceremony		16:00 - 16:30
Dinner and Evening Party with live folk music		18:30 - 20:00

*The party will take place in the Sunset Restaurant in the International Business Centre Brno (an example of gentrified complex), Příkop 4, 9<sup>th</sup> floor [<http://www.sunset-restaurant.cz/en>]*

## Thursday, August 28, 2014

Whole-day Guided Excursion

09:00 - 23:00

Brno (meeting point in front of the University main entrance) - Znojmo [<http://www.znojemsko.info/index.php?lang=en>] (the historical town and problems of the development) - Podyjí National Park [<http://www.nppodyji.cz/>] (problems of the landscape protection) - Vranov nad Dyjí (problems of the local development, role of tourism in local development) - Lechovice (visit of a wine cellar) - Brno.

## Friday, August 29, 2014

Bilateral discussions, departure of the participants

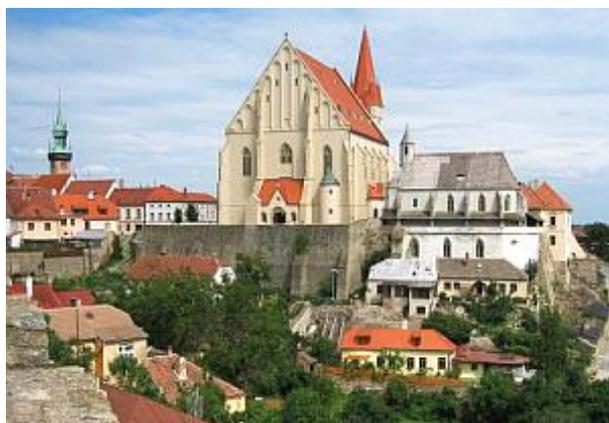
### Official language of the conference is English

### REGISTRATION FEE, ACCOMMODATION, MEALS, TRANSPORT

Registration fee	late payment after June 26, 2014	CZK	4 225
Registration fee	PhD. student (one day program)	CZK	1 500
Dinner Party		CZK	1 050
Excursion		CZK	1 950
Visit of the Arboretum, MENDELU		CZK	50
Visit of the Tugendhat Villa		CZK	350

The registration fee includes conference materials, organizational costs, printing of the Book of Abstracts, refreshments and lunches during the conference, VAT 21 %. The costs of the dinner party include the board and a cultural program. The excursion expenses include transport and refreshment costs.

**Way of payment:** Bank transfer: Account owner: Mendel University in Brno, Zemedelska 1. Account number 7200310267/0100, variable 2140141. Bank: Komerční banka, Brno - Černá Pole, Merhautova 1, 631 32 Brno; SWIFT (BIC): KOMBCZPPXXX, IBAN: CZ7001000000007200310267. All bank fees are the matter of the debit balance of the participants. Cash by the registration (in CZK only) – all fees excluding the early one. The exchange rate is 1 EUR for 27.80 CZK at the beginning of this August. The simplified tax certificate will be made after the payment.



Znojmo town (source: official website of Znojmo city)



Vranov nad Dyjí chateau (source: [www.jizni-morava-cz](http://www.jizni-morava-cz))

The reservation of accommodation is the matter of participants. We recommend Grand Hotel Brno (4 stars) which is situated in the favorable position opposite the railway station where train and bus connections as well as buses from the airport end (<http://www.grandhotelbrno.cz/cz/index.html>). The special price for the EURORURAL participants is: single room CZK 1,600, double room CZK 2,500 and double room occupied by one person CZK 2,230. Please, state the password Eurorural by reservation.

The five-star hotel Holiday Inn offers a special price for the conference participants: CZK 1,400 for a single room and 2,200 for double room including breakfast, internet access and Relax Zone. Also here the password EURORURAL should be used by reservation. Holiday Inn is situated in the vicinity of the Fair Grounds. It is connected with the city center, railway station and Mendel University by tramway or trolleybus.

Jan Ámos Komenský Dormitory, Kohoutova 3-11 (1.4 km or two trolleybus stops from the University) is at disposal for the conference participants as well. The price is 500 CZK per person and night (double room, TV, social equipment, refrigerator, small kitchen) or cheaper according to the equipment. The breakfast is available on request for CZK 80 (continental) or 110 (buffet). If you prefer accommodation in a student hostel, contact us by e-mail, please.

We do not provide transport of participants to the conference. Possible connections by public transport see <http://jizdnirady.idnes.cz/vlakyautobusy/spojeni>

## **How to get to the Mendel University in Brno**

There are many reconstructions of the transport infrastructure in Brno during the summer months. Please, pay attention to the actual situation. Especially those who know the city from past visits could be surprised.

### **By train or bus**

*Most of the long-distance buses stop in front of GRAND hotel, close to the main railway station. There is a tramway connection from the main railway station: Tram Nr. x9 direction Lesná, Čertova rokle (Devil's ravine) – it goes around the city centre. To reach Mendel University, you need to get off at the Zemědělská tram stop. To reach J. A. Komenského dormitory, change x9 at the Lesnická tram stop for trolleybus Nr. 25 or 26 (direction Novolíšeňská or Husovice vozovna) and get off at the Merhautova stop. During the night time (after 23:00 till the morning 5 am), bus N93 from the main railway station to Zemědělská or Lesnická is available.*

### **By plain**

*Bus Nr. 76 goes from the Tuřany airport to the main railway station each 30 minutes. In the night, bus N89 is available each 60 minutes in the same route.*

*Usual fare for the metropolitan transport costs CZK 25 (EUR 0.90) and is valid for 60 minutes which is sufficient on the territory of the city. You are free to change public transport vehicles (tram, bus, trolleybus, train) during the validity of the ticket. The tickets could be bought in newsstands, automatic tellers (you have to use coins only) or to buy at tram/bus drivers (who prefers coins). All stations are announced by two ways: at the electronic panels and by sound in tramways, trolleybuses and buses. Please, pay attention to the summer/holiday schedule which is less frequent.*

*From the main railway station to Holiday Inn hotel you can use the tramway Nr. 1 (direction Bystrc, Ečerova or Pisárky) and change it for the bus 84 on Mendel Sq. You will get off on Bayerova Street. The night connection by bus N98 is better and the ticket costs 20 CZK only. From Holliday Inn to Mendel University you will use bus Nr. 44 (buses 44 and 84 are circular lines. Bus Nr. 44 is located opposite to Nr. 84) to Mendel Sq. and then trolleybus Nr. 25 or 26 direction Novolíšeňská or Husovice vozovna). Holliday Inn is easy reachable by car from D1*

motorway. Just after the first tunnel (Pisárecký) you have to turn right and drive along the Svatka river. The hotel will be about 1 km in front of you on the left side.

It is also possible to use a taxi from the airport, main railway station and bus station which could be about ten times more expensive than the public transport.

### **By car**

*From Prague: From D1 motorway use Exit 190 and follow direction Svitavy through Pisárecký tunnel and Dobrovského tunnel. Immediately behind the Dobrovského tunnel you have to turn right (Svitavy) but stay in the left traffic lane because you will turn left (to the center) in short. Further you will go directly until you reach the fourth traffic lights (a big crossroad with the trolleybus traffic). At this intersection you will go straight and at the next street you will go sharply to the left and steeply up. After 400 m you will be in front of the University.*

*From Vienna: From R52 you will take Vídeňská Street (after crossing D1 motorway, you have to continue left), to cross Svatka river and at the Mendel Square you have to go around to the right, to cross tramway rails and along with trolleybus wires continue up to the hill (Úvoz Street). Upwards you will turn right together with trolleybus and continue down across two streets along with tramway. After the second intersection you will have the city park Lužánky on your right. After the park you will turn right and immediately left. After 400 m you are in front of the university.*

*From Katowice and Ostrava: From D1 use Exit 203 (road I/50). You pass two intersections and at the third one you have to go up and right. You will follow the main road till Husovický tunnel. Just after the tunnel you will go right and right again (Merhautova Street with the tramway rails). In the first traffic lights you will turn right, in the next ones left and right again. The university is situated about 300 m in front of you.*

*From Bratislava: From the D2 motorway you will continue straight. You will pass under the railway tracks and reach Mariánské náměstí Sq. There is a tramway terminus on your left but you will go right (Černovická Street – 4 belts). You will pass through some industrial zone taking still the main road till Husovický tunnel. Just after the tunnel you will go right and right again (Merhautova Street with the tramway rails). At the first traffic lights you will turn right, at the next ones left and right again. The university is situated about 300 m in front of you.*

**Parking:** There is a parking in front of the University which is usually free during summer. The parking in the inner city is problematic in general. Of course you can use some parking houses which are relatively expensive, especially for longer stays. That is why it is recommended to use public transport for moving within the inner city.

The weather in Central Europe uses to be changeable. Both summer and autumn conditions can be expected. It is necessary to follow the weather development on the net.

**Emergency telephone numbers:** Unified European emergency number (with English speaking operator) 112

Fire brigade	150,	Medical rescue	155
Czech Police	158	Metropolitan Police	156
First medical aid:	Traumatological Hospital Ponávka 6		545 538 538
Urgent stomatology:	Traumatological Hospital Ponávka 6		545 538 421
Urgent pharmacy:	Koliště 47		545 424 811

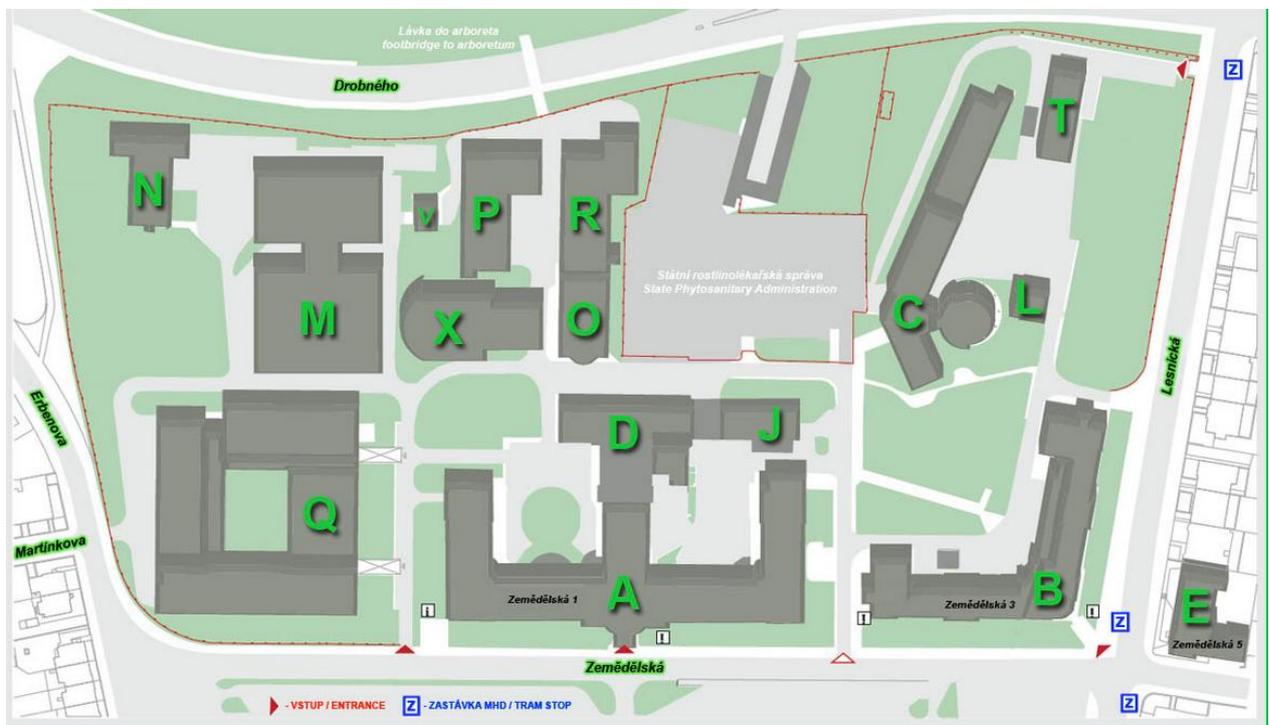


The main building of the Mendel University in Brno (built 1915)



The "M" building, where the conference will take place

The Conference will be held in the "M" building – a new facility built last year. The auditorium M2.11 is situated in the 2<sup>nd</sup> floor.



## MAILING ADDRESS:

EURORURAL '14,  
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 (phone) +420 545 132 461, (fax) +420 545 132 459  
 (E-mail): [eurorural@seznam.cz](mailto:eurorural@seznam.cz)

In the case of a special question to the conference organization, please contact  
 Ing. Helena Lincová: [helena.lincova@mendelu.cz](mailto:helena.lincova@mendelu.cz); +420 608 054 106