

Mendel University in Brno
IGU Commission on Local Development
UNISCAPE Network

B | R | N | O

Mendel
University
in Brno

Jihomoravský kraj

5th Moravian Conference on Rural
Research
EURORURAL '16

with financial support by the City of Brno
and under patronage of

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

and

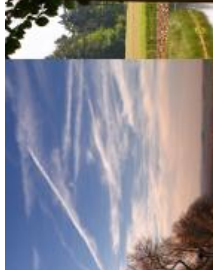
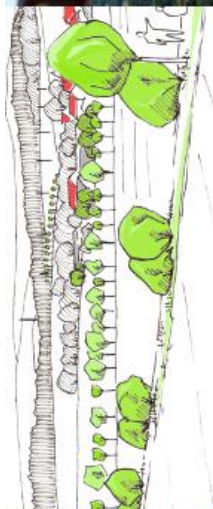
*Ing. Petr Vokřál,
Mayor of the City of Brno*

**EUROPEAN
COUNTRYSIDE AND ITS
PERCEPTION**

3rd Circular – August 2016



Brno, Czech Republic, August 29 – September 2, 2016



Dear colleagues,

Rural area was traditionally connected with agriculture. To compare it with urban one, rural areas were considered to be backward, retarded, not worthy of an intensive research. However, the situation has changed in the last years. Although cities are still centres of development in the globalization process, people in Europe leave them within 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 going to be a multi-functional space. Secondary and tertiary sectors penetrate into the countryside. Tourism and agro-tourism develop in the large scale. Agriculture is getting focused more on the maintenance of landscape than only on the production. On the other hand, environmental problems have also an impact on rural landscape. European countryside develops within the globalization process. Rural municipalities and micro-regions are searching for their own ways in local development as full-fledged entities. Academic research should respond to the new situation.

We have the honour of inviting you to the **EURORURAL '16** conference on EUROPEAN COUNTRYSIDE AND ITS PERCEPTION. It is the 5th of Moravian rural conferences organised by the Department of Applied and Landscape Ecology, Faculty of AgriSciences, Mendel University in Brno. The aims of the conference are following: to map European rural research and particular interests of investigators; to gain a space for presentation of contemporary knowledge about a 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 a wide scale 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.

CONFERENCE TOPIC

The topic of EURORURAL '16 conference includes wide scale of areas:

- Rural landscape, its development and memory
- Villages, small towns, cultural heritage
- Quality of rural life, rural way of life
- Rural economy towards the multifunctional countryside
- Rural human and social capital, role of creativity
- Countryside and current urbanization processes
- Role of tourism in rural development



St. Peter and Paul cathedral



Trade fair grounds

PRESENTATIONS AND CALL FOR PAPERS

Presentations should be in English, preferably MS power-point based. The participants are asked to copy their presentation to the PC before individual session start. Proceeding of Abstracts in printed form will be available to the participants at 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, full papers (of those participants who prepaid it) will be submitted to European Countryside journal [<http://www.degruyter.com/view/j/euco>]. European Countryside is reviewed, double blinded, international on-line journal [<http://www.european-countryside.eu>] with completely free access for its readers. Its papers are indexed in various databases, including SCOPUS. 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 2017. 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. Those participants who have not paid for the publication can publish in European Countryside for the standard price of EUR 95 any time.

VENUE

Brno - the metropolis of historical Moravia and the second largest city in Czechia, has population of about 400.000 inhabitants. 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 by 13 Institutes of the Czech Academy of Sciences and 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).



Mahen theatre

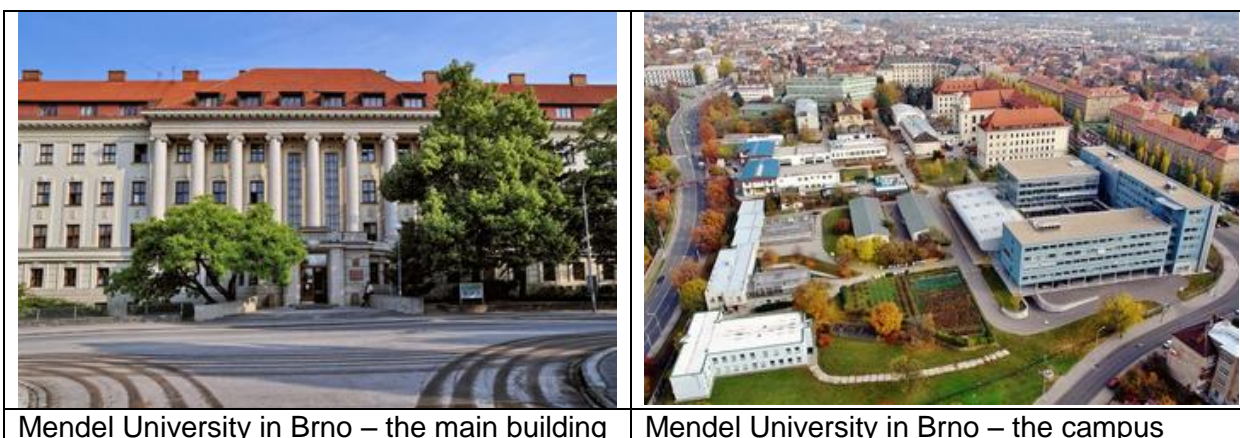


Basilica of Virgin Mary Assumption in Old Brno

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 Tuřany international airport with regular direct 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 found 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: AgriSciences, 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 items is being the 4th largest library in the City.



DETAILED PROGRAMME OF THE CONFERENCE

Sunday, August 28, 2016

The participants are invited to participate in the **Regional Harvest Celebration** which will take place at central squares (Freedom Sq., Moravian Sq.) in Brno since 9 am. The programme will consist of the harvest parade, performances of folklore and a set of attractions like farmers' market, vaulting, historic tramway, overview of Moravian wineries and breweries, presentation of a historic village etc. The entrance is free.

Monday, August 29, 2016

Registration, Mendel University in Brno, "Q" building, lobby 16:00 – 20:00

Walking excursion in the City centre, meeting point in front of Q building 18:00

The excursion route: Mendel University– Lužánky park (the oldest one on the Czech territory) – Municipal Theatre - Moravské náměstí Sq. – Opera Building – Palace of Justice – 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 30, 2016 "M" building 2nd floor

Registration since 8:30

Opening ceremony 09:30 – 10:00

Key speeches		10:00 – 11:00
	<i>Martin Heintel: Cross Border Cooperation and Regional Development in the Framework of the EU-Policy</i>	
	<i>Barbara Lampič: to be specified</i>	
Coffee break		11:00 – 11:20
Session 1	(moderator John Shaddock)	11:20 – 13:00
	<i>Harun Tanrivermiş, Yesim Aliefendioglu: Assessment of the impacts of land acquisition and resettlement activities for infrastructure investments on cultural heritage, social life and economics structure in rural areas in Turkey</i>	
	<i>Wojciech Wójcikowski: Geothermal recreation bath as an engine of development in rural areas. Podhale (Poland) case</i>	
	<i>Kristina Brščić: The role of strategic planning in the evolution of rural tourism – a case study of Croatia</i>	
	<i>Luigi Mastronardi, Vincenzo Giaccio, Agostino Gianelli, Angela Stanisci: Defining the role of landscape in the tourism development process in rural areas</i>	
Lunch (Dining Room at the Mendel University, building X)		13:00 – 14:00
Session 2	(moderator Tatiana Borodina)	14:00 – 15:50
	<i>Antonín Vaishar, Milada Šťastná, Tomáš Mašíček: Values of a suburban landscape: Case study in Podolí u Brna (Moravia)</i>	
	<i>József Lennert: Land use changes in the Visegrad group after the political and economic transition</i>	
	<i>Nika Razpotnik Viskovič: Spatial constraints of Slovenian farms: What does urbanization have to do with it?"</i>	
	<i>Maurizio Proserpi, Mariarosa Lombardi: Ex-ante assessment of social acceptance of small-scale agroenergy systems: a case study in southern Italy</i>	
Coffee Break		15:50 – 16:10
Session 3	(moderator Milada Šťastná)	16:10 – 18:10
	<i>Antoni Tulla, Carles Guirado, Natália Valldeperas, Ana Vera: Social farming in rural economy: Sustainable rural development in a multifunctional countryside</i>	
	<i>Radim Perlín: Business structure of agriculture firms</i>	
	<i>Natalia Sereda: The demographic situation in rural of Ukrainian Carpathians: tendency of development and modern status</i>	
	<i>Tatiana Nefedova, Marija Gunko: Long distance commuting: a specific outcome of rural peripheralization in Central Russia</i>	
	<i>Harun Tanrivermiş: Improvement of income resources and living conditions in rural areas and an evaluation of the impact of rural tourism in Turkey</i>	
Visit of the Arboretum of Mendel University in Brno		18:10 – 19:15
	<i>Arboretum and Botanical Garden is situated between faculties of AgriSciences and Regional Development within the Mendel University campus. Its area covers 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>	

Wednesday, August 31, 2016

“M” building 2nd floor

Poster Session	08:30 – 09:00
Session 4 (moderator Martin Heintel)	09:00 – 11:00
<i>Aneta Mikula: Quality of life in rural areas in Poland</i>	
<i>Seda Calisir-Hovardaoglu, Ozan Hovardaoglu: Demographic challenges for rural development in Turkey in a multi-functional perspective</i>	
<i>Tatiana Borodina: Trends of population dynamics in post-Soviet Russia and regional natural and social space</i>	
<i>Joost Gieling, Tialda Haartsen, Lotte Vermeij, Dirk Strijker: The influence of place attachment and concerns for liveability on civic action: A Dutch case study</i>	
<i>Wolfgang Fischer: "Closed! - Vacancy in Styrian rural municipalities at the example of primary schools".</i>	
Coffee Break	11:00 – 11:20
Session 5 (moderator Antoni F. Tulla)	11:20 - 13:00
<i>Éva Perger: The role of local social capital in development of rural micro-regions in Hungary</i>	
<i>Francisco Navarro, Marilena Lablanca, Eugenio Cejudo, José Cañete, Stefano de Rubertis, Angelo Belliggiano, Angelo Salento: Good practices and innovation in rural development. The cases of LEADER projects in Puglia (Italy) and Andalusia (Spain) in the 2007 – 2013 period</i>	
<i>Annett Steinführer: Small towns in rural Germany between centralization and ruralisation</i>	
<i>Marija Drobnjakovič: Rural centres in Serbia as rural development cores</i>	
Lunch (Dining Room at the Mendel University)	13:00 - 14:00
Session 6 (moderator B. Lampič)	14:00 - 15:45
<i>Milada Šťastná, Hana Vavrouchová, Tomáš Mašíček, Antonín Vaishar, Silvie Kozlovská, Veronika Stodolová, Helena Lincová: Landscape as a part of rural heritage</i>	
<i>Danka Moravčíková, Timea Fürjézsová: Ecovillage as an alternative way of rural life: theory and evidence</i>	
<i>Monika Gołąb-Korzeniowska, Anna Pawlak: Problems of transformation of municipal and rural communes within the zone of impact of a large city</i>	
<i>Hana Bednářová: Passive and active participation in local elections (case study of Czechia)</i>	
<i>Václav Ždímal: Landscape perception today and in the past</i>	
Coffee Break	15:45 - 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, 9th floor [<http://www.sunset-restaurant.cz/en>]

Thursday, September 1, 2016

Whole-day Guided Excursion 09:00 - 23:00

Brno (meeting point in front of the University main entrance) – Třebíč (UNESCO World heritage – Jewish and Christian cultures) – Dukovany Nuclear Power Plant – Dalešice Water Reservoir – Dalešice brewery

Friday, September 2, 2016

Excursion to the Tugendhat Villa (300 m from the University)

09:00 – 11:00

Villa Tugendhat (built 1928, architect Mies van der Rohe, part of the UNESCO world heritage since 2001) <http://www.tugendhat.eu/en/>

Bilateral discussions, departure of the participants

Some changes in the definitive program are possible due to late check-in or check-out of individual participants. Please, follow the Program News and the poster in front of the conference room.



Třebíč: St. Procopius Basilica



Dukovany nuclear power plant

REGISTRATION FEE, ACCOMMODATION, MEALS, TRANSPORT

Registration fee	late payment after June 26, 2016	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
Publication in European Countryside		CZK	1 215

The registration fee includes conference materials, organizational costs, printing of the Proceeding of Abstracts, refreshments and lunches during the conference, VAT 15 %. The costs of the dinner party include the board and a cultural program. The excursion expenses include transport and refreshment costs.

Payment information: 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. Payment by cash is also possible at the registration (in CZK only). The exchange rate is 1 EUR for 27.04 CZK at the beginning of August 2016 (Czech National Bank). The simplified tax certificate will be issued after the payment.

The reservation of accommodation is the matter of participants. We recommend: Holiday Inn (4 stars superior), especially for those who will come by car, Grand Hotel Brno (4 stars) which is situated in the favourable transport position opposite the railway station where train and bus connections as well as buses from the airport end and Slovan hotel (3 stars) situated in walking distance from the University). Special prices (including breakfast and VAT) for the EURORURAL participants are:

Hotel	Single room [CZK]	Double room [CZK]	Booking code
Holiday Inn****S	1 750	2 150	EURORURAL16 ¹
Grand****	1 600	2 500	Mendel University
Slovan***	1 000	1 300	EURORURAL

AKADEMIE Dormitory (Dormitory pricing of the year 2015) in General Píka Av. 7 (800 m or two tram stops from the University). One night in the first quality room costs CZK 500 without breakfast, CZK 610 with breakfast. If you prefer accommodation in a student hostel, please register under the code: EURORURAL as soon as possible skm.koleje.akademie@mendelu.cz

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, including the vicinity of Mendel University during the summer months. Please, pay attention to the actual situation.

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. 9 direction Lesná, Čertova rokle (Devil's ravine). To reach Mendel University, you need to get off at the Zemědělská tram stop. To reach J. A. Komenského dormitory, change Nr. 9 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, tobacco, automatic tellers (you have to use coins only) or to buy them at tram/bus from 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 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 Holiday 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 would be about ten times more expensive than the public transport.

¹ More information about hotel services are available at the hotels or by organizers. Contact reservations@hibrno.cz/ tel.: +420 543 122 018-019

By car

From Prague: From D1 motorway use Exit 190 and follow Svitavy direction 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 centre) in short. Further you will go directly until you reach the second 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 Lužánky city park 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.



Brno – the main railway station



Brno – Tuřany airport

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

Fire brigade 150

Medical rescue 155

Czech Police 158

Metropolitan Police 156

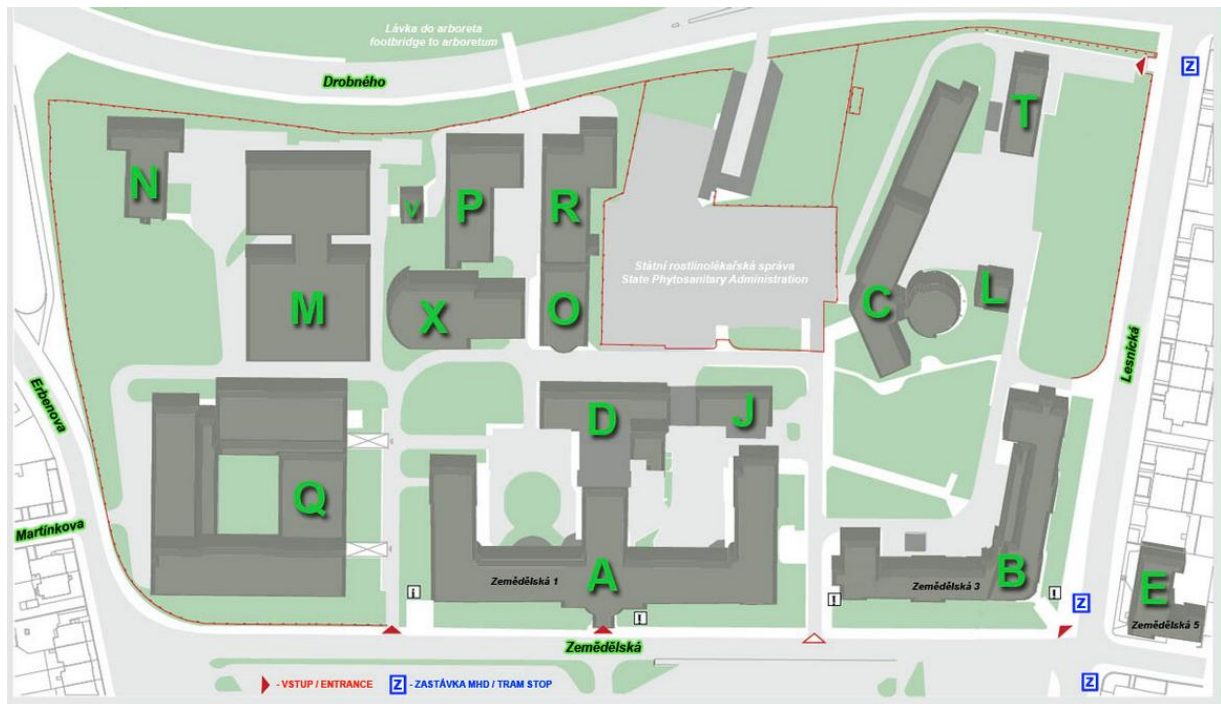
First medical aid: Traumatological Hospital Ponávka 6 +420 545 538 538

Urgent stomatology: Traumatological Hospital Ponávka 6 +420 545 538 421

Urgent pharmacy: Koliště 47 +420 545 424 811

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

The registration on Monday will be in the Q building, right entrance. The Conference will be held in the "M" building. The auditorium M2.11 is situated in the 2nd floor:



SCIENTIFIC COMMITTEE

Milada Šťastná (Mendel University in Brno), Tatjana Borodina (Institut of Geography, Russian Academy of Sciences Moscow), Martin Heintel (University of Vienna). Barbara Lampič (University of Ljubljana), Michael Sofer (Bar-Ilan University Ramat Gan), Antoni F. Tulla (Autonomous University Barcelona).

ORGANIZING COMMITTEE

Antonín Vaishar, Markéta Flekalová, Věra Hubačiková, Aneta Pavlů, Veronika Stodolová, Michaela Tichá, Jana Zapletalová.

CONTACT ADDRESS:

EURORURAL '16,
Department of Applied and Landscape Ecology, MENDELU in Brno
mail: Zemědělská 1, 613 00 Brno, Czech Republic
(phone) +420 545 132 461, (fax) +420 545 132 459
(E-mail): eurorural@seznam.cz

In case of a special request or questions regarding the conference organization,
please contact Mgr. Veronika Stodolová: veronika.stodolova@mendelu.cz;
+420 545 132 441