

Mendel University in Brno  
IGU Commission on Local Development



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6<sup>th</sup> Moravian Conference on Rural Research  
**EURORURAL '18**

Under auspices of  
**JUDr. Bohumil Šimek,**  
*Governor of the South-Moravian Region*

**Prof. Danuše Nerudová,**  
*Rector of the Mendel University in Brno*

**EUROPEAN COUNTRYSIDE  
AND ITS PERCEPTION**

3<sup>rd</sup> Circular  
August 2018



Brno, Czech Republic, September 3-7, 2018

*Dear colleagues,*

We have the honour of inviting you to the EURORURAL '18 conference on the EUROPEAN COUNTRYSIDE AND ITS PERCEPTION. It is the 6<sup>th</sup> 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 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 angles (ecology, geography, demography, sociology, economy, territorial planning), less at research of specific problems in detail.

## **CONFERENCE TOPICS**

The topics of EURORURAL '16 conference include wide scale of issues:

- 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



*Brno: general view*



*Brno: Moravian Square*

The Conference will consist of:

## **WORKSHOPS**

The workshops (roundtables) will manifest the main methodological instrument of the conference. Each of the workshops will be dedicated to a selected problem. A key speaker, a moderator and a reporter will be appointed. Other participants will contribute to the discussion or may only listen. The topics were chosen by the participants during the preliminary registrations.

## **SESSIONS**

Traditional oral presentations on the conference topics will be available for the participants who prefer such a kind of the conference contribution. The maximum time for one power-point presentation is 10 minutes (plus 5 minutes of a discussion).

## POSTER SESSION

The poster session will be available for the PhD students and for those who want to inform about their research without any oral presentation. The recommended size of a poster is A1. The posters will be exhibited from Monday till Wednesday.

## BOOK OF ABSTRACTS

Abstracts of all presentations including workshops, oral sessions and the poster session will be compiled in the *Book of Abstracts* which will be at the disposal to all participants during the registration. The deadline for submitting of abstracts terminated July 20, 2018.

## CONFERENCE PROCEEDINGS

Participants paying at least the basic conference fee (including members of the Scientific Committee), can publish full papers in the *Conference Proceedings*. We will register the Proceedings to the ISI Web of Science (WOS) the *Conference Proceedings* Citation Indexes for the Social Sciences and Humanities. The papers will be reviewed. The precondition of the acceptance is the payment of the conference fee and the successful evaluation process; the presentation during the Conference is not necessary. The templates can be found in the attachment. The deadline for the submission has been prolonged **till December 20, 2018**.

## EUROPEAN COUNTRYSIDE

The participants can pre-pay a contribution of their work in the scientific journal *European Countryside* which is an international open access scientific journal. It is covered by ESCI (an index of the Web of Science Core Collection), SCOPUS, ERIH+ and many other databases. This fact creates a relatively high probability of article quotations. The paper concerning any topic of the rural development (presented in the Conference or not) can be delivered any time till August 2019. A successful evaluation process is a precondition of the acceptance. More information, including the instructions for authors can be found at [<http://www.european-countryside.eu/>], whereas the papers can be found at the page of the publisher [<https://content.sciendo.com/view/journals/euco/euco-overview.xml>].

## VENUE

Brno - the metropolis of historical Moravia and the second largest city in Czechia - has permanent population of ca. 400,000 inhabitants but about half a million people is presented in the city including students, commuters and foreigners. Its modern history is more than 800 years old. The city has always been an important trade, administrative, transport and cultural centre. It was one of the first industrial nodes of the former Austrian-Hungarian Monarchy. At the present time, the educational function represented by 80.000 university students is the most important in the city. This potential is completed along with 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 Zoo. The commercial tradition is represented by Brno Trade Fairs (40 different types of events with 750,000 visitors per year).



Brno, AZ tower, the highest building in Czechia



Brno, Liberty Square

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) and Munich. Luxury buses of RegioJet Co. connect Brno directly with airports in Vienna and Prague. City transport operates 12 tramway lines, 13 trolleybus lines, 43 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 a 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.

Brno is a safe city in terms of crime and other social pathologies. It is cheaper in comparison with metropolises like Prague, Vienna, Budapest or Warsaw. The city of Brno is able to ensure suitable accommodation, transport, cultural and other facilities on European level for participants during international events. The milieu of Brno is highly internationally evaluated in comparison with other cities around the World.

Mendel University in Brno is the third largest and the fourth oldest university in Brno. It was established in 1919 as the Agricultural College. At the present time, 9,200 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 at 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.

## PROGRAMME OF THE CONFERENCE

### ***Monday, September 3, 2018***

Registration, Mendel University in Brno, "Q" building, lobby	10:00 – 20:00
Starting coffee	13:30 – 14:00
Opening ceremony	14:00 – 14:30
Session 1	14:30 – 16:00
Visit of the Arboretum	14:30 – 15:30

*Arboretum and Botanical Garden is situated between faculties of AgriSciences and Regional Development and International Studies within the Mendel University campus. Its area is 11 ha. The arboretum was founded in 1926. It was shifted to the present place in 1968. It contains 4,000 trees, 3,000 orchids and other plants.*

Coffee break	16:30 – 17:00
Walking excursion in the City centre, meeting point in front of Q building	17:00 – 20:00

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



## **Tuesday, September 4, 2018**

Registration	08:00 – 10:00
Session 2	09:00 – 10:30
Visit of the Tugendhat villa	09:30 – 10:30
<i>Villa Tugendhat (built 1928, architect Mies van der Rohe, part of the UNESCO World Heritage since 2001) <a href="http://www.tugendhat.eu/en/">http://www.tugendhat.eu/en/</a></i>	
Coffee Break	10:30 – 11:00
Workshop A (Economy)	11:00 – 12:30
Lunch	12:30 – 13:30
Excursion in the Brno surroundings	13:30 – 18:00

*The excursion will offer a visit of the Austerlitz battlefield and a small town Dolní Kounice with its historical heritage.*



*Mendel University in Brno, the Arboretum*



*Old Brno, Basilica of Virgin Mary Assumption*

## **Wednesday, September 5, 2018**

Session 3	09:00 – 10:30
Coffee Break	10:30 – 11:00
Workshop B (Human and Social capital)	11:00 – 12:30
Lunch	12:30 – 13:30
Session 4	13:30 – 15:00
Coffee Break	15:00 – 15:30
Workshop C (Rural tourism)	15:30 – 16:30
Closing Ceremony	16:30 – 17:00
Dinner and Evening Party with live folk music	18:00 – 22:00

*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, September 6, 2018**

Whole-day Coach Excursion	09:00 – 23:00
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*Brno – Zlín (role of the entrepreneur in the rural development) – Vizovice distillery (lunch and tasting) – Kroměříž (UNESCO World Heritage) - Brno*

**Friday, September 7, 2018**

Half-day Coach Excursion to the viniferous Southern Moravia (meeting point in front of the University main entrance) 09:00 – 14:00

*Brno – Valtice (viticulture and its role in the rural development) – Kurdějov (experience gastronomy) - Brno*



*Kroměříž: Archbishop's Château, the Flower Garden and the Château Garden. UNESCO World Heritage*



*Zlín: The administrative building of the Baťa company*

## REGISTRATION FEE, ACCOMMODATION, MEALS, TRANSPORT

Registration fee	late payment after April 30, 2018	CZK	6 600
Registration fee	PhD. student (one-day program)	CZK	3 650
Dinner Party		CZK	1 200
Excursion Brno surroundings		CZK	650
Excursion Eastern Moravia		CZK	1 750
Excursion Southern Moravia		CZK	1 600
Publication in European Countryside		CZK	1 980
Visit of the Tugendhat Villa		CZK	350

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

**Payment instructions:** Bank transfer: Account number 7200310267/0100, variable 2160131. Account owner: Mendel University in Brno. All bank fees are the matter of the debit balance of the participants. Bank: Komerční banka, Brno - Černá Pole, Merhautova 1, 631 32 Brno; SWIFT (BIC): KOMBCZPPXXX, IBAN: CZ7001000000007200310267.

The exchange rate is 1 EUR for 25.60 CZK in August 2018.

The simplified tax certificate will be made after the payment.

Any payment in cash by the registration has to be made in CZK.

The reservation of an accommodation is the matter of participants. We recommend 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 terminate. Brno offers a plenty of accommodation possibilities in guesthouses. AKADEMIE Dormitory (Dormitory 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 460 without breakfast, CZK 570 with breakfast. More modest accommodation costs CZK 390 including breakfast. If you prefer accommodation in a student hostel, please register under the password EURORURAL as soon as possible [ [skm.koleje.akademie@mendelu.cz](mailto:skm.koleje.akademie@mendelu.cz) ]



*Austerlitz battlefield: The Cairn of Peace Memorial*



*Dolní Kounice: ruins of the Rosa Coeli convent and the castle*

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

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.

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

There are some reconstructions of the transport infrastructure in Brno including the vicinity of Mendel University during the summer months. Although a majority of them should be finished by the end of August, please, pay attention to the actual situation.

#### **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. Only in the buses from the airport is possible to pay the fare also by a card.*

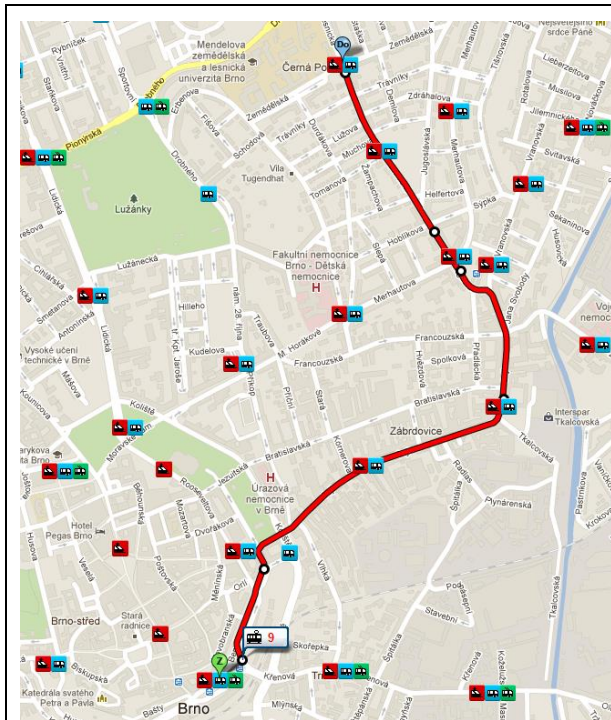
*Usual fare for the metropolitan transport costs CZK 25 (EUR 1) and is valid for 60 minutes which is sufficient on the territory of the city. You are free to change public transport vehicles (tram, bus, trolleybus, train) during the validity of the ticket. The tickets can be bought in newsstands, automatic 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.*

*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.*

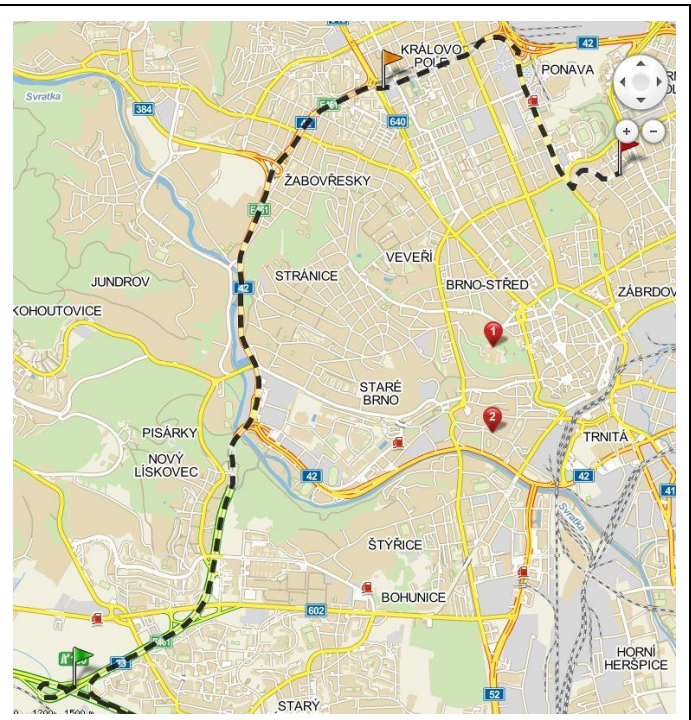
#### **By train or bus**

*Most of the long-distance buses stop in front of GRAND hotel, close to the main railway station where also buses from the airport end. 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 ACADEMIA dormitory, you need to get out at the Fügnerova 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.*





The route of the tramway No. 9



Arrival from Prague by car

## 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 centre) in short. Further you will go directly across the roundabout 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 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.



## SCIENTIFIC COMMITTEE

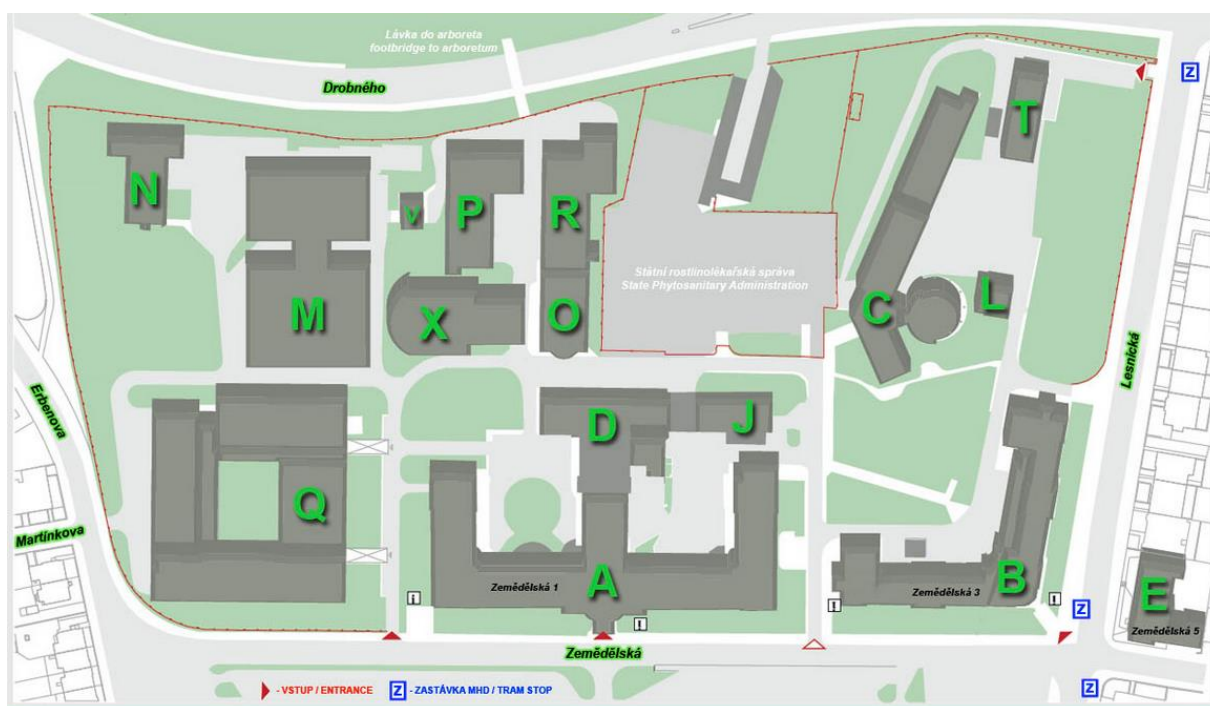
Milada Šťastná (Mendel University in Brno), Jerzy Bański (PAN Warszawa), Věra Bečvářová, Simona Miškolci, Dario Musolino (Bocconi University Milano), Kateřina Ryglová, Lucie Vidovičová (Masaryk University Brno), Claire Wallace (Aberdeen University)

## ORGANIZING COMMITTEE

Antonín Vaishar, Jitka Fialová, Věra Hubačíková, Michaela Tichá, Jana Zapletalová, Andrea Lešková, Veronika Peřínková, Astrida Peruthová, Pavla Pokorná, Ivo Zdráhal



*The campus of Mendel University*



## MAILING ADDRESS:

**EURORURAL '18,**  
Department of Applied and Landscape Ecology, MENDELU Brno  
mail: Zemědělská 1, 613 00 Brno, Czech Republic  
(phone) +420 545 132 461  
(E-mail): [eurorural@seznam.cz](mailto:eurorural@seznam.cz)

Web page: <http://www.eurorural.eu/eurorural18.html>

In the case of a special request regarding the conference organization and the venue, please contact Assoc. Prof. Antonín Vaishar, +420 602 966 506