

Mendel University in Brno  
IGU Commission on Local Development



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**

2<sup>nd</sup> Circular  
March 2018



Brno, Czech Republic, September 3-7, 2018



*Dear colleagues,*

Rural area was traditionally connected with agriculture. To compare with urban, rural areas were considered to be backwarded, retarded, not worthy of an intensive research. But the situation has changed during the last years. Although cities are still centres of development within the globalization process, people in Europe abandon them as a result of the trends of suburbanization, counter-urbanization, naturbanization. We intend to pay our attention on transformation trends of the European countryside where focusing on more processes occurring there as: transformation from productive to non-productive function, from central planned to the market oriented countryside, from the mono-functional to the multifunctional one, from the national to European and globalized scale. Such a transformation generates many impacts on natural, economic and social processes occurring in present European countryside. Their combination creates a set of different countryside types.

We have the honour of inviting you to the EURORURAL '18 conference on USING POTENTIALS FOR RURAL DEVELOPMENT IN DIFFERENT TYPES OF EUROPEAN COUNTRYSIDE. It is the 6th 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 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 (landscape ecology, geography, demography, sociology, economy, territorial planning), less at research of specific problems in detail.

Using past experiences, we decided to modify the structure of the conference by emphasizing discussions, excursions and social events. We are aiming at a creation of a new form of the conference. However, we partly keep the traditional sections for oral presentations, poster session and publication of abstracts for those who prefer them.

## **CONFERENCE TOPIC**

The topic of EURORURAL '18 conference includes 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: Špilberk castle



Brno: St. Peter and Paul Cathedral

## **WORKSHOPS**

The workshops (roundtables) will manifest the main methodological instrument of the conference. Each of the workshops will be directed 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 by means of the preliminary registrations.

## **SESSIONS**

Traditional presentations on each of the conference topics will be available for the participants who prefer this kind of the conference participation. The maximum time for one power-point presentation is 15 minutes (plus 5 minutes for the discussion).

## **POSTER SESSION**

The poster session is 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 since Monday till Wednesday.

## **BOOK OF ABSTRACTS**

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

## **CONFERENCE PROCEEDINGS**

Full papers of the participants who will pay at least the basic conference fee (and of the members of the Scientific Committee) can be published in the Conference Proceedings. We intend to 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 of the manuscript is the payment of the conference fee and the successful evaluation process; the presentation in the Conference is not necessary. The templates can be found in the attachment. The deadline for the submission is also **July 20, 2018**.

## **EUROPEAN COUNTRYSIDE**

The participants can pre-pay a publication of their work in the 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 quotations of the articles. The manuscript 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. However, an occasion to improve the paper or to submit another paper will be opened. More information and 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://www.degruyter.com/view/j/euco>].



Brno, Fair grounds



Brno, Cabbage Market

## VENUE

Brno [<https://www2.brno.cz/index.php?lan=en&nav01=20608&nav02=20617>] - the metropolis of historical Moravia and the second largest city in Czechia - has population of ca. 400.000 inhabitants. Its modern history is more than 800 years old. The city has always been an important trade, administrative, transport and cultural center. 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 theaters, 38 galleries, 16 museums, 60 churches, 43 public libraries and a ZOO. The commercial tradition is represented by Brno Trade Fairs (40 different types of events with 750,000 visitors per year).

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. Also some places of interest in the surroundings of the city can be mentioned: 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 [<http://mendelu.cz/en/>] 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 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 4th largest library in the City.

## PRELIMINARY PROGRAMME OF THE CONFERENCE

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

Registration, Mendel University 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 inside 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 [<http://arboretum.mendelu.cz/en>].*

Coffee break	16:00 – 16:30
Walking excursion in the City center, 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) – Měnínská 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 – 12:00

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

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 led to the Austerlitz battlefield and small towns Modřice with the commercial and residential suburbanization and Dolní Kounice with its historical heritage.*

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

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

*The dinner and social evening 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>]*



Mendel University in Brno, the Arboretum



Brno, Tugendhat Villa – a part of the UNESCO World Heritage

**Thursday, September 6, 2018**

Whole-day Coach Excursion

09:00 – 23:00

*Brno – Otrokovice (problem of floods) – 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 - Brno*

***The program could be adjusted according to the number of participants and their interests. The detailed information will be sent to the registered participants within the 3<sup>rd</sup> Circular just before the Conference.***

**REGISTRATION FEE, ACCOMMODATION, MEALS, TRANSPORT**

Registration fee	early payment before April 30, 2018	CZK	6 150
Registration fee	late payment after April 30, 2018	CZK	6 600
Ph.D. student		CZK	3 650
Accompanying person		CZK	2 800
Social dinner and evening		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 and overhead costs, printing of the Book of Abstracts and the Proceedings, refreshments and lunches during the conference, VAT 21 %. The costs of the social evening, including dinner cover board and a cultural program. The excursion expenses include transport, refreshment costs and the entrance fee when applicable.

**Way of payment:** Bank transfer: Account number 7200310267/0100, variable 2180141. 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 25.45 CZK in March 2018.

The simplified tax certificate will be made after the payment.

### **Cancellation Policy:**

Cancellation before April 30, 2016

return 90 %

Cancellation between May 1 and June 30

return 50 %

Cancellation after June 30, 2016

no return (a substitution of person is possible)



Austerlitz battlefield: The Cairn of Piece Memorial



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

The reservation of accommodation is the matter of participants. We recommend Grand Hotel Brno (4 stars) which is situated in the favorable transport position just opposite the railway station where train and bus connections as well as buses from the airport terminate; Barceló (5 stars), which is the most luxurious of them and Boby Centrum (4 stars) situated in walking distance from the University. Usual price of the accommodation in a four-star hotel is about 70 EUR per a single or 100 EUR per a double room in September depending on the particular hotel, room type, time and method of ordering, and so on.

Brno offers a plenty of accommodation possibilities in different guesthouses. We can also recommend the AKADEMIE Dormitory (Student dormitory of the year 2015) in General Píka Avenue 7 (800 m or two tram stops from the University). One night in the first-quality room costs CZK 550 without a breakfast or CZK 610 with a breakfast. If you prefer an accommodation in a student hostel, please register under the password EURORURAL till the end of July [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>



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



Zlín: The administrative building of the Baťa company

## SCIENTIFIC COMMITTEE

Milada Šťastná, president (Mendel University in Brno), Jerzy Bański (PAN Warszawa), Věra Bečvářová (Mendel University in Brno), Simona Miškolci (Mendel University in Brno), Dario Musolino (Bocconi University Milano), Kateřina Ryglová (Mendel University in Brno), Michael Sofer (Bar Ilan University Ramat Gan), Antoni F. Tulla (Autonomous University Barcelona), Lucie Vidovičová (Masaryk University Brno), Claire Wallace (Aberdeen University).

## ORGANIZING COMMITTEE

Antonín Vaishar, Jitka Fialová, Věra Hubačiková, Michaela Tichá, Jana Zapletalová, Andrea Lešková, Astrida Peruthová, Veronika Peřinková, Pavla Pokorná, Zuzana Prchlá, Leo Zdráhal



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



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

Please, register on <http://www.eurorural.eu/> till June 20, 2018 (despite you have completed the preliminary registration form). In the case of technical problems, contact directly the conference organizers (see below).

The last information with the detailed program, including division to the individual session is going to be distributed to the registered participants during summer 2018.

## MAILING ADDRESS:

EURORURAL '18,  
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): [eurorural18@seznam.cz](mailto:eurorural18@seznam.cz)

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

Definitive registration form can be found on  
<http://www.uake.cz/eurorural18/>

In the case of a special request to the conference organization, please contact  
[antonin.vaishar@uake.cz](mailto:antonin.vaishar@uake.cz)



SUNSET Restaurant



Participants of the EURORURAL '16 Conference

## **BOOK OF ABSTRACTS (instructions)**

Abstracts of all presentations (papers in sessions, posters, workshop presentations) are planned to be published in the Book of Abstracts: The payment of at least the basic conference fee is a precondition of the publishing an issue in the Book of Abstracts. The Book of Abstracts is a printed working material of the Conference available within the conference materials and serving for the orientation of the participants in the conference programme. It is not a subject of a review process.

The heading of the abstract should contain the title of the contribution, given names and surnames of its author(s) with the e-mail address and their affiliations (the name of the university, the institute or the company and the city).

The maximum length of the text of an issue is 1,500 symbols including spaces. It should contain neither graphic nor citations, footnotes or an acknowledgement. It should not be subdivided into chapters.

The deadline for the abstract submitting is **July 20, 2018**.

# CONFERENCE PROCEEDINGS

## (templates)

All participants who will pay at least the basic conference fee have a possibility to publish their findings in the Conference Proceedings no matter whether they will be presented or not. The Conference Proceedings are prepared as an academic publication. It will be reviewed and applied for the Conference Proceedings Citation Index- Social Science & Humanities (CPCI-SSH). It will be published on the web.

Papers in the Conference Proceedings should have essentials of the scientific paper including references. The length of a paper should be between 10,000 to 20,000 characters including spaces. **Do not format the text.**

### The templates:

The title of the paper should be short, concise, attractive, if possible; regionally focused contributions should include regional specification (region or country)

Author(s): full name(s) and surname(s), e-mail address

Affiliation(s): university, institution or company (name, address)

Abstract – one paragraph containing shortly the aim, method(s) used, results and conclusions; maximum length 1,000 symbols including spaces

*Key words: 3-8 words or expressions serving for the searching of the paper in databases (including the regional key word) Introduction should contain the definition of the problem, general circumstances, the motivation and the aim of the paper*

*Theory should to structuralize and conceptualize the problem and to anchorage it in the international scientific literature preferably in papers from journals covered with the Web of Science, SCOPUS and similar databases*

*Material and methods should explain and justify the methods used and to inform about the material (in regionally oriented papers about the territory or region) under study*

*Results should contain the main findings documented with pictures, graphics, tables etc. The graphic can be in colour. The tables should be delivered in excel or word formats (not as a picture). All graphic should be in the envelope (not the letter) format. The graphic should not be delivered separately but assembled into the text. The graphic should contain the title and source(s). The links to the graphic should be incorporated in the text.*

*Discussion should discuss validity and portability of the results and possible suggestion of further research*

*Conclusions should state the comparison of the aim of the paper and findings obtained.*

*Acknowledgement should contain the funds used for the elaboration of the paper or the research and/or thanks to other person not included into the team of the authors eventually*

*References belong to the most important parts of the paper. In general they should be ordered alphabetically according to the surname of the first author. Sources without any author should be ordered according to the first letter of their title. An institution is not the author! Please avoid citations of all materials with unclear origin, Wikipedia, advertising materials, web page without dating etc. if possible. All references should be cited also in the text and on the contrary. In the case of three and more authors, in the references all authors should be cited, in the text only the first author with the addition et al.*

*The citation of papers in journals should contain the author's surname, initial(s) of given name(s), year of the publishing, the title of the paper, the name of the journal, volume, number, pages, DOI (if available).*

*The citation of books should contain the author's surname, initial(s) of given name(s), year of the publishing, the title of the book, the publisher (and place of publishing), DOI (if available).*

*The citation of a chapter in a book or in a conference proceedings should contain the author's surname, initial(s) of given name(s), year of publishing, the title of the chapter, the surname and initial of the editor(s), the name of the book, the pages of the chapter, the publisher (and place of publishing), DOI (if available).*

*The citation of the unpublished scientific material should contain the author's surname, initial(s) of given name(s), year of publishing, the title of the material, the type of the material (e.g. research report, theses, unpublished conference paper), the name of the university, institute, company or society.*

*Web page: author (if known), title, web page directory, date of the downloading. Only real websites should be cited as a web page. Any other material(s) should be cited according to their characteristics regardless of whether they were downloaded from the Internet.*

The deadline for the paper submitting is **July 20, 2018**.

## **EUROPEAN COUNTRYSIDE**

All participant who will pre-pay the publication in European Countryside are invited to submit their manuscript (concerning any topics according to the aim and scope of the Journal, presented on the conference or not) **till August 2019**.

European Countryside is an international scientific open access journal covered with ESCI of Clarivate Analytics, SCOPUS, ERIH+, DOAJ, Google Scholar and many other databases. The articles go through the standard double-blind review procedure according to the scientific journals principles. The standard price is EUR 120 per an article. The reduced price for the EURORURAL '18 participants is EUR 78. The instructions for authors can be found on [http://www.european-countryside.eu/submit/instructions\\_for\\_authors.html](http://www.european-countryside.eu/submit/instructions_for_authors.html)

# Excursion links:

## Brno surroundings:

Austerlitz battlefield <https://www.gotobrna.cz/en/place/austerlitz-battlefield-and-chateau/>

Dolní Kounice <https://www.dolnikounice.cz/en/>

## Whole-day excursion to the Eastern Moravia

Zlín: <http://www.zlin.eu/en/>

Jelínek distillery Vizovice: <https://en.rjelinek.cz/>

Kroměříž garden and castle (UNESCO World Heritage): <http://whc.unesco.org/en/list/860>

Kroměříž (town): <http://www.kromeriz.eu/en/>

## A half-day excursion to the viniferous South Moravia

Valtice: <http://www.valtice.eu/o-meste/ms-7609/p1=7609>

Lednice-Valtice cultural landscape (UNESCO World Heritage):

[https://en.wikipedia.org/wiki/Lednice%E2%80%93Valtice\\_Cultural\\_Landscape](https://en.wikipedia.org/wiki/Lednice%E2%80%93Valtice_Cultural_Landscape)



Valtice chateau



Viniferous South Moravia