

Mendel University in Brno



8<sup>th</sup> Moravian Conference on Rural  
Research  
**EURORURAL '24**

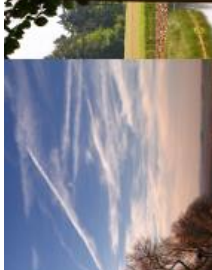
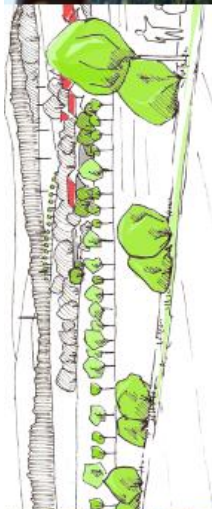
On the occasion of the 105<sup>th</sup> anniversary  
of the University  
and  
under the auspices of *Prof. Dr. Ing. Jan Mareš,*  
*rector of Mendel University in Brno*

**European Countryside  
and De-Globalization**

3<sup>rd</sup> Circular – August 2024



Brno, Czechia, September 2–6, 2024



Dear colleagues,

the world is changing in an unexpected direction. Globalization encountered several barriers, which resulted in de-globalization tendencies. The COVID-19 pandemic added to the Green Deal. This was followed by Russian aggression against Ukraine, which, among other things, accentuated the energy crisis. We are witnessing increased migration to European countries. While major world centres played a decisive role in globalization, de-globalization emphasizes local, regional, national and European resources. Issues such as climate change, food security, renewable energy sources, gender, or cultural tourism are coming to the fore. This was also reflected in rural development which provides space for many of the above-mentioned activities. At the same time, the countryside itself is undergoing structural changes from intensive agriculture to tourism and other services. Individual European rural regions respond to these changes by their potential.

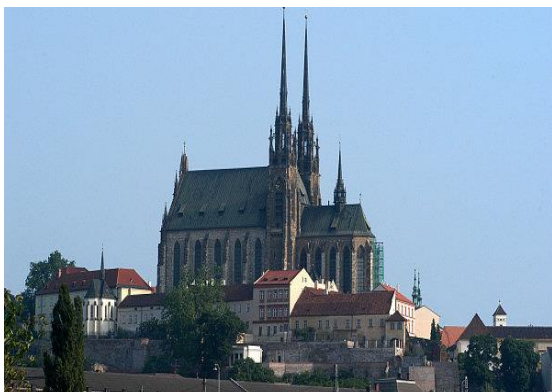
The tradition of biennial conferences on rural development at Mendel University in Brno was interrupted by the period of the COVID-19 pandemic and anti-pandemic measures. We want to restore the tradition of face-to-face meetings of experts from the field of rural development because we believe that despite the possibilities offered by online technology, face-to-face meetings are irreplaceable in the long term.

We have the honour of inviting you to the EURORURAL '24 conference on EUROPEAN COUNTRYSIDE AND DE-GLOBALIZATION. It is the 8<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 contemporary European rural research and the particular interests of investigators, to gain space for the presentation of topical knowledge about rural research, to continue the tradition of international conferences dedicated to rural problems, to support personal contacts among experts of different disciplines dealing with rural problems, to present Moravian rural landscape. The conference is aimed at the complex view of rural problems from different viewpoints (landscape ecology, geography, demography, sociology, economy, territorial planning), less at the research of specific problems in detail.

## CONFERENCE TOPIC

The topics of the EURORURAL '24 conference include a wide scale of issues:

- Food security, short food chains, circular economy, social agriculture
- Renewable energy and rural areas
- Rural cultural tourism as an alternative driver of rural development
- Post-material restructuring of the countryside from agriculture and industry to services
- Smart countryside
- Role of rural women in rural development
- Rural landscape under the pressure of the climate change



St. Peter and Paul Cathedral



Trade fair grounds

## PRESENTATIONS AND CALL FOR PAPERS

The conference will be held in English. The Collection of the Abstracts in printed form will be available to the participants during registration and consequently on the conference web page. Also, a poster session will be held. Especially young participants, e.g. PhD. students are kindly invited to present their findings by posters.

## PUBLICATION STRATEGY

To offer you the publication of your presentation in an international journal, your full papers will be submitted to European Countryside - if you wish - for a reduced price of EUR 170 (payable after the acceptance of the paper). It is also possible to pay for the publication within the conference fee (in such a case EUR 150 per paper). European Countryside is a reviewed international online journal <https://sciendo.com/journal/euco> with completely free access for its readers. This fact creates a relatively high probability of quotations from the articles. Each article is cited on average about 7 times in the Web of Science and SCOPUS databases. The journal is covered by the SCOPUS database (CiteScore 2.9 for 2023), and by the Web of Science (IF<sub>2</sub>=1.2 for 2023) among others. Your papers could be delivered at any time between payments of your conference fee and August 2025. The papers should respond to the instructions for authors of European Countryside <http://www.european-countryside.eu/submit.html>. They will pass through a standard per-review procedure which is the pre-condition of their publication.

## VENUE

The metropolis of historical Moravia and the second largest city in Czechia - Brno has a 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 present, the educational function represented by 65,000 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. Orientation towards the high-tech industry is documented by the fact that about a third of the world's production of electron microscopes is realized in Brno. Social infrastructure includes 6 public and state universities, 15 colleges, 12 hospitals, 14 theatres, 38 galleries, 16 museums, 45 churches, 43 public libraries and a Zoo. The commercial tradition is represented by Brno Trade Fairs (35 different types of events per year).



Mahen theatre



Basilica of Virgin Mary Assumption in Old Brno

Brno is known as a venue for various scientific, cultural and sports events. Brno has an excellent road, train and bus connection and the international airport Tuřany with regular connections to London (Stansted, Luton), and Bergamo. There is a direct train and bus connection to Wien-Schwechat Airport. City transport operates 12 tramway lines, 13 trolleybus lines, 33 bus lines and 1 ship line. The architecture from the first half of the last century represented by the 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: 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 the European level for participants during international events. The milieu of Brno is highly internationally evaluated in comparison with other cities around the World. According to Campus Advisor, Brno is ranked as the fourth most favorable student city in the world after Melbourne, Berlin and Newcastle.

Mendel University in Brno is the third largest and the fourth oldest university in Brno. It was founded in 1919 as the Agricultural College. At the present time, 8,900 students, of it 20% from abroad 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 Źabčice and the Forest Training Enterprise "Masaryk Forest" at Křtiny. Student accommodation facilities provide 3,148 beds. The library disposes of more than 400,000 issues, being the 4<sup>th</sup> largest library in the City.



Mendel University in Brno – the main building



Mendel University in Brno – the campus

## DETAILED PROGRAMME OF THE CONFERENCE

### Monday, September 2, 2024

Registration, Mendel University in Brno, "Q" building, lobby	12:00 – 18:00
<b>Opening Ceremony (room Q03)</b> <b>moderator M. Šťastná</b>	<b>14:30 – 15:00</b>
<i>Key speaker: Susie Fisher. Living with wind turbine farms</i>	15:00 – 15:30
Walking excursion in the City centre, meeting point in front of Q building	16:00 – 18:00
<i>The excursion route: Mendel University in Brno – Lužánky Park (the oldest on the Czech territory) – Municipal Theatre - Moravské náměstí Sq. – main metropolitan church of St. James – Liberty Sq. – Dominikánské náměstí Sq. - Cabbage market – St. Peter and Paul cathedral – Špilberk castle</i>	

### Tuesday, September 3, 2024

Registration, Mendel University in Brno, "Q" building, lobby	08:00 – 10:00
<b>Session 1 (room Q03)</b> <b>moderator M. Sofer</b>	<b>09:00 – 10:30</b>
<i>Gert-Jan Hospers: Struggling with rural overtourism: a comparison of three destinations in the Dutch countryside</i>	
<i>Hana Vavrouchová: Cultural heritage of abandoned settlements from the perspective of tourism in marginal regions</i>	
<i>Anat Tchetchik et al.: SPOT-IT: An advanced tool for dynamic cultural tourism management and regional development</i>	
Coffee Break	10:30 – 11:00
<b>Session 2 (room Q03)</b> <b>moderator W. Fischer</b>	<b>11:00 – 12:30</b>
<i>Tuomas Kuhmonen, Belyta Tembo: Resolving rural sustainability problems: The role of women</i>	
<i>Antonín Vaishar et al.: Innovative Czech Women: Navigating Gender Equality and Rural Development</i>	
<i>Petra Raue, Zazie von Davier: Gender equality in rural development funding</i>	
Lunch	12:30 – 13:30
<b>Session 3 (room Q03)</b> <b>moderator G.-J. Hospers</b>	<b>13:30 – 15:00</b>
<i>Armands Vēveris, Juris Hāzners, Elita Benga: The Role of Direct Payments in Reducing Income Inequality in Different EU Member States</i>	
<i>Michael Sofer, Noaman Gnayim, Iyad Snunu: The interface between agriculture and urbanization. The case study of Bir al-Sika village, Israel</i>	
<i>Jana Jaďudřov, Iveta Markov, Michal řud: Short food supply chains and their importance for Slovakia's countryside for example regional producers</i>	
Coffee Break	15:00 – 15:30

**Session 4 (room Q03) moderator T. Kuhmonen 15:30 – 17:00**

*Geneviève Pierre et al.: A regional approach to preventing food waste in France: the importance of school catering in changing eating habits in rural communities in the "Centre Val de Loire" region of France*

*Annika Runge, Anika Noack: The mixed blessing of public employment in Lusatia – opportunities and challenges for a coal region in transition*

*Melinda Smahó et al.: Collaboration between for-profit and social enterprises – does the manager's personality matter?*

Visit of the Arboretum of Mendel University in Brno 17:15 – 18:30

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

### Wednesday, September 4, 2024

**Session 5 (room Q03) moderator P. Raue 09:00 – 10:30**

*Tamás Hardi, Marcell Kuppi, Andrea Uszkai: Transforming Role of Towns and Rural Centres in Labor Commuting: A Spatial Analysis of Data from the Hungarian Censuses between 2001 and 2022*

*Katharina Drage, Tobias Kohl: Principles/minimum standards for services of general interest and their negotiation process in Austria: context and governance*

*Zeevik Greenberg: New generation Second Generation of Women Entrepreneurs and their Resilience in crises*

Coffee Break 10:30 – 11:00

**Session 6 (room Q03) moderator G. Pierre 11:00 – 12:30**

*Carmen Kern, Simone Kocher, Wolfgang Fischer: In-migration in rural municipalities? An analysis of regional challenges and opportunities based on a peripheral Austrian region*

*Damjana Gantar: Vanishing architectural identity of settlements in Slovene landscapes: the case of Idrija and Cerknica municipalities*

*Nirit Koren-Lawrence et al.: (De)fragmenting rural citizenship? Expansion of neighbourhoods and social conflicts in the Israeli Moshav*

Lunch 12:30 – 13:30

**Session 7 (room Q03) moderator T. Hardi 13:30 – 14:30**

*Shlomit Flint Ashery, Marianna Sigalov, Michael Sofer: Digital collaboration planning as a path towards holistic planning: a case study of Jerusalem's Beith Safafa neighbourhood*

*Petr Zálešák: Acquiring Data Utilizing Geospatial Information Systems (GIS) in Rural Areas*

Coffee break 14:30 – 15:00

**Closing ceremony (room Q03) M. Šťastná, J. Shaddock 15:00 – 15:30**

Social dinner, Restaurant BORG Agnese, Kopečná 43 18:00 – 22:00

**Thursday, September 5, 2024**

Whole-day coach excursion

08:30 – 22:00

(meeting point in front of the University main entrance – building „A“)

*The coach excursion will be directed to the rural area of central Moravia (ethnographic region of Haná) including the city of Olomouc (the column of the Holy Trinity is part of the UNESCO World Heritage). The tour includes a visit of the transformed agricultural co-operative Unčovice, lunch, excursion in the brewery of Litovel, and Olomouc cheese (regional food) museum in Loštice.*



City of Olomouc



Agricultural cooperative Unčovice

## REGISTRATION FEE, ACCOMMODATION, MEALS, TRANSPORT

Registration fee	late payment after June 26, 2024	CZK	11,000
Registration fee	PhD. student (one-day program only)	CZK	875
Dinner Party		CZK	2,375
Excursion		CZK	2,000
Publication in European Countryside		CZK	3,750

The registration fee includes conference materials, organizational costs, printing of the Proceeding of Abstracts, refreshments and lunches during the conference, VAT 21 %.

**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: CZ700100000007200310267. All bank fees are a matter of the debit balance of the participants. Payment by cash is also possible at the registration (in CZK only). The exchange rate (currency, sale) is 1 EUR for 26.83 CZK at the beginning of August 2024 (Czech National Bank). The simplified tax certificate will be issued after the payment.

The reservation of accommodation is a matter of participants. We suggest you following variants: Barceló\*\*\*\*\* for those who prefer luxury, GRAND hotel Brno\*\*\*\* (in the place where all means of public transport meet). In walking distance from the University, we can recommend Hotel Passage\*\*\*\*, hotel Cosmopolitan Bobycentrum\*\*\*\*, hotel VAKA\*\*\*\* or hotel EUROPA\*\*\*. For those who are looking for cheaper accommodation, we can recommend the student hostel ACADEMIA of our University.

Possible connections by public transport within the Integrated Transport System of the South-Moravian Region see <https://www.idsjmk.cz/en/index>

### 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.

**By train or bus:** Most of the long-distance buses as well as buses from the airport stop in front of the 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 and Nr. 7 direction Zemědělská. To reach Mendel University in Brno, you need to get off at the Zemědělská tram stop. During the night time (after 23:00 till the morning 5 am), bus N93 from the main railway station to Útěchov or Vranov to the Zemědělská stop is available.

**By plain:** Bus Nr. 76 goes from the Tuřany airport to the main railway station every 30 minutes. At night, bus N89 is available every 60 minutes on the same route. Buses from the airports in Vienna and Prague stop in the area opposite the Hotel Grand.

**By car:** Brno is accessible by road via the D1 motorway from Prague and from the opposite direction from Ostrava and Katowice, from Bratislava via the D2 and from Vienna via the R52.

**Parking:** There is a parking in front of the University which is usually not completely full during summer. The area is situated in the parking zone C. It is free in the period of 06:00-17:00, at night each hour costs EUR 20, however, it is possible to pay only online. The parking in the inner city is problematic in general. That is why it is recommended to use public transport for moving within the inner city. Of course, you can use some parking houses which are relatively expensive, especially for longer stays.

**Metropolitan transport:** Public transport in Brno is sufficiently frequent, it covers all parts of the city and operates 24 hours a day (day and night timetables are separate). The 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 easiest payment method for foreigners is peep-and-go payment. After getting out of the vehicle, you simply place your MasterCard or Visa payment card at the reader located at each entrance. You will not receive any receipt; the auditor is able to read the payment from your card. If you are travelling for less than 10 minutes (which is cheaper), you also present the card when exiting the vehicle. The total amount will be deducted from your account once a day (at 2 a.m.) at the most favorable tariff for the passenger (this guarantees that your maximum payment will be 96 CZK - 3.80 EUR per day – if you use the same card). Otherwise, the tickets could be bought at newsstands, tobacco, automatic tellers (you have to use coins only) or to buy them at tram/bus from drivers (who prefer coins). For persons over 70 is metropolitan transport free, and for people 65-70 is about a half discount). All stations are announced in two ways: at the electronic panels and by sound in tramways, trolleybuses and buses.

Taxi prices are about fifteen times higher than public transport prices (case airport – main railway station, TOP1TAXI).



Brno – in front of the main railway station



Brno – Tuřany airport



**Emergency telephone numbers:**

Unified European emergency number (with English-speaking operator):	112
Fire brigade:	150
Medical rescues:	155
Czech Police:	158
Metropolitan Police:	156
First medical aid:	Traumatological Hospital Ponávka 6
Urgent stomatology:	Traumatological Hospital Ponávka 6
Eye and ENT emergency:	St. Ann University Hospital, Pekařská 53
Urgent pharmacy:	Dr. Max, Bašty 2

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

## SCIENTIFIC COMMITTEE

Milada Šťastná (Mendel University in Brno), Wolfgang Fischer (University Graz), John Shaddock (University of Aberdeen), Michael Sofer (Bar-Ilan University Ramat Gan), Tamás Hardi (Széchenyi István University Győr), Geneviève Pierre (University of Orléans).

## ORGANIZING COMMITTEE

Milada Šťastná, Antonín Vaishar, Michaela Tichá, Jana Zapletalová, Martina Urbanová, Michaela Menšíková, Jan Zloch, Bronislava Spáčilová

## CONTACT ADDRESS:

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(phone) +420 545 132 461  
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In case of a special request or questions regarding the conference organisation, don't hesitate to get in touch with Michaela Menšíková, PhD. at +420 545 132 441 and +420 771 125 473 (WhatsApp).

Registration on Monday and Tuesday will take place in the Q building, at the entrance on the right side of the building.

