

Mendel University in Brno
IGU Commission on Local Development
UNISCAPE Network

B | R | N | O



5th Moravian Conference on Rural Research
EURORURAL '16

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

and

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

**EUROPEAN COUNTRYSIDE
AND ITS PERCEPTION**

2nd Circular
March 2016



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



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 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 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 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 '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 Agronomy, 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. The participants are asked to complete the registration form till **June 30, 2016** to have their abstracts published in the Collection of Abstracts. The registration form is available on <http://www.uake.cz/eurorural16/>.

CONFERENCE TOPIC

The topic of EURORURAL '16 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

PRESENTATIONS AND CALL FOR PAPERS

Your presentations should be in English preferably power-point based. The deadline for submitting long abstracts of papers and posters is **June 30, 2016** (to be published in the Collection of Abstract). The length of the abstract should not exceed 2 pages (4,000 symbols, including space characters). Text should be provided by electronic mail in the Microsoft Word (or compatible) software. The authors are responsible for the content and language. The Collection of the Abstracts in printed form will be available to the participants by the registration. Also a poster session will be opened. Especially young participants e.g. PhD. students are kindly invited to present their findings by posters. The abstracts of posters will be included to the Collection of Abstracts as well.

PUBLICATION STRATEGY

In order to offer you the publication of your presentation in an international double blinded review journal, your full papers could be submitted to European Countryside [<http://www.degruyter.com/view/j/euco>] for a limited price. It is possible to pay the publication in advance within the conference fee (EUR 45) or by an invoice (payable after the acceptance of the paper) for EUR 75. Early payment of the reduced publication fee does not guarantee an automatic acceptance of the manuscript. This will follow standard review process. European Countryside is the on-line journal [<http://www.european-countryside.eu>] with completely free access for its readers. This fact creates a relatively high probability of quotations of the articles. The Journal is indexed in SCOPUS and a number of other databases. Your papers could be delivered in any time between payments of your conference fee and August 2017. The papers should respond to the instructions for authors of the European Countryside. They will pass through standard per-review procedure which is the pre-condition of their publication.

VENUE

Brno - 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 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 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 740,000 visitors per year).



Brno, Fair grounds



Brno, Cabbage Market

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), Munich and Eindhoven. Luxury buses of Student Agency 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 is the third largest and the 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: Agronomy, 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 4th largest library in the City.

PRELIMINARY PROGRAMME OF THE CONFERENCE

Sunday, August 28, 2016

South-Moravian harvest festival will take place in Moravian and Liberty Squares the whole day since 9 a.m. It will contain among others: the harvest parade (at 12:30), folk music productions, vaulting productions, exhibitions of animals, old agricultural machines, voluntary fire brigades, exhibitions, markets and tastings of wine, beer and other regional agricultural products, historical tramway.

Monday, August 29, 2016

Registration, Mendel University 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 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) – Měniná brána gate – Liberty Sq. – Dominikánské náměstí Sq. - Cabbage market – St. Peter and Paul cathedral – Špilberk castle

Tuesday, August 30, 2016

Registration	08:00 – 10:00
Opening Ceremony	09:00 – 09:30
Plenary Session	09:30 – 10:30
Coffee Break	10:30 – 11:00
Session 1	11:00 – 12:30
Lunch	12:30 – 13:30
Session 2	13:30 – 15:00
Coffee Break	15:00 – 15:30
Poster Session	15:30 – 17:00
Visit of the Arboretum of Mendel University	17:15 – 18:30

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 was founded in 1926. It was shifted to the present place in 1968. It contains 4,000 trees, 3,000 orchids and other plants.



Mendel University in Brno, the Arboretum



Brno, Tugendhat Villa – a part of UNESCO world heritage

Wednesday, August 31, 2016

Session 3	09:00 – 10:30
Coffee Break	10:30 – 11:00
Session 4	11:30 – 13:00
Lunch	13:00 – 14:00
Session 5	14:00 – 15:30
Coffee Break	15:30 – 16:00
Closing Ceremony	16:00 – 16:30
Dinner and Evening Party with live folk music	18:00 – 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 Coach Excursion (meeting point in front of the University main entrance)
09:00 – 23:00

Brno – Ivančice – Rosice – Oslavany (rural landscape after mining) – Energetic complex Dukovany Nuclear Power Plant (with excursion) and Dalešice Pump Water Plant including its impact on surrounding rural areas – town Třebíč and UNESCO World Heritage (interviewing of Christian and Jewish cultures) – Dalešice brewery (with dinner and tasting)

Friday, September 2, 2016

Excursion to the Tugendhat Villa (300 m from the University) 09:00 – 11:00

Bilateral discussions, departure of the participants

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

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 3rd Circular just before the Conference.

REGISTRATION FEE, ACCOMMODATION, MEALS, TRANSPORT

Registration fee	early payment before April 30, 2016	CZK	3 800
Registration fee	late payment after April 30, 2016	CZK	4 225
Registration fee	PhD. student (one day program)	CZK	1 500
Dinner Party		CZK	1 050
Excursion		CZK	1 950
Publication in European Countryside		CZK	1 215
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 board and cultural program. The excursion expenses include transport and refreshment costs.

Way of payment: 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: CZ700100000007200310267.

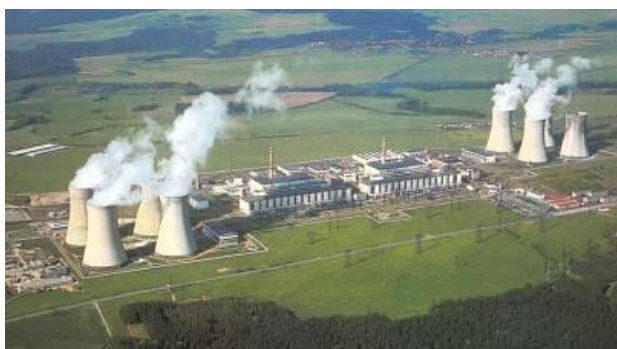
Cash by the registration (in CZK only) – all fees excluding the early one. The exchange rate is 1 EUR for 27.035 CZK in March 2016.

The simplified tax certificate will be made after the payment.

The publication of abstract in the Book of Abstracts is preconditioned with the payment at least a basic fee before June 30, 2016.

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 (substitution of person is possible)



Dukovany Nuclear Power Plant



Třebíč

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 favorable transport position opposite the railway station where train and bus connections as well as buses from the airport end and Slovan (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 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]

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

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

The last information with the detailed program, including division to the individual session is going to be distributed to the registered participants during summer 2016.

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.

Official language of the conference is English



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



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

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, Dana Adamcová, Markéta Flekalová, Věra Hubačiková, Aneta Pavlů, Kristýna Řeháčková, Veronika Stodolová, Michaela Tichá, Magdalena Vaverková, Jana Zapletalová.

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In the case of a special request to the conference organization, please contact
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