

Mendel University in Brno
IGU Commission on Local Development
University of Life Sciences Wrocław
Podyjí National Park Administration
UNISCAPE Network



4th Moravian Conference on Rural Research
EURORURAL '14

EUROPEAN COUNTRYSIDE WITHIN THE POST- INDUSTRIAL SOCIETY

2nd Circular
February 2014



Brno, Czech Republic
Mendel University in Brno
August 25-29, 2014

<http://eurorural.eu/eurorural14.html>



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. But the situation has changed in the last years. Although cities are still centres of development in the globalization process, people in Europe leave them as a result of 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 to 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 also have an impact on rural landscape. European countryside develops within the globalization process. Rural communes 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 '14** conference on EUROPEAN COUNTRYSIDE WITHIN THE POST-INDUSTRIAL SOCIETY. It is the 4th 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 relatively complex view of rural problems from different viewpoints (ecology, geography, demography, sociology, economy, territorial planning), less at research of specific problems in detail. The conference follows the IGU Regional Conference in Kraków. Both the events will be connected with an excursion Kraków – Brno (within the IGU Conference) held on August 23-24.

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 26, 2014** to have their abstracts published in the Collection of Abstracts. The registration form is available on <http://www.uake.cz/eurorural14/>.

CONFERENCE TOPIC

The topic of EURORURAL '14 conference includes wide scale of issues:

1. Rural landscapes, landscape ecology, landscape planning
2. Rural settlement, small towns as centres of rural micro-regions
3. Rural sociology and demography, quality of rural life
4. Rural economy, role of agriculture, tourism and other branches
5. Local development in the periphery
6. Rural human and social capital, role of creativity



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 26, 2014** (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 supplied by electronic mail in the Microsoft Word (or compatible) processor. 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 will be submitted to European Countryside - if you wish - [<http://www.degruyter.com/view/j/euco>] for a limited price of EUR 75 (payable after the acceptance of the paper). European Countryside is an 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. Your papers could be delivered in any time between payments of your conference fee and August 2016. 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 (23 different types of events per year).



Brno, Fair grounds



Brno, the Freedom 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, 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 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. The city of Brno is able to ensure suitable accommodation, transport, cultural and other facilities on European level for participants during international events.

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: Agronomy, 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 issues, being the 4th largest library in the City.

PROGRAMME OF THE CONFERENCE

Monday, August 25, 2014

Registration, Mendel University Brno, "Q" building, lobby	09:00 – 13:00
Excursion to the Tugendhat Villa (<i>300 m from the University</i>)	09:00 – 11:00
Opening Ceremony (<i>room Q01</i>)	13:30 – 14:00
Plenary Session (<i>room Q01</i>)	14:00 – 15:30
Coffee Break (<i>buffet Quido, Q building</i>)	15:30 – 16:00
Paralell Sessions (<i>rooms Q01, Q02, Q03</i>)	16:00 – 17:30
Walking excursion in the City centre (<i>meeting point in front of the Q building</i>)	18:00 – 21:00

The excursion route: Mendel University– Lužánky park (the oldest on the Czech territory) – Municipal Theatre - Moravské náměstí Sq. – Opera Building – Palace of Justice – Mahen 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 26, 2014

Parallel Sessions (<i>rooms Q01, Q02, Q03</i>)	09:00 – 10:30
Coffee Break (<i>buffet Quido, Q building</i>)	10:30 – 11:00
Parallel Sessions (<i>rooms Q01, Q02, Q03</i>)	11:30 – 13:00
Lunch (<i>dining room of the Mendel University</i>)	12:30 – 13:30
Parallel Sessions (<i>rooms Q01, Q02, Q03</i>)	13:30 – 15:00
Coffee Break (<i>buffet Quido, Q building</i>)	15:00 – 15:30
Poster Session (<i>building Q, lobby</i>)	15:30 – 17:00
Visit of the Arboretum at the Mendel University	17:15 – 18:30

Arboretum and Botanical Garden is situated between faculties of Agronomy and Regional Development at the Mendel University campus. Its area covers 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 27, 2014

Parallel Sessions (rooms Q01, Q02, Q03)	09:00 – 10:30
Coffee Break (buffet Quido, Q building)	10:30 – 11:00
Parallel Sessions (rooms Q01, Q02, Q03)	11:30 – 13:00
Lunch (dining room of the Mendel University)	13:00 – 14:00
Parallel Sessions (rooms Q01, Q02, Q03)	14:00 – 15:30
Coffee Break (buffet Quido, Q building)	15:30 – 16:00
Closing Ceremony (room Q01)	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 at the International Business Centre Brno (an example of gentrified complex), Příkop 4, 9th floor [<http://www.sunset-restaurant.cz/en>]

Thursday, August 28, 2014

Whole-day Coach Excursion (<i>meeting point in front of the University main entrance</i>)	09:00 – 23:00
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Brno – Znojmo [<http://www.znojemsko.info/index.php?lang=en>] (the historical town and problems of the development) – Podyjí National Park [<http://www.nppodyji.cz/>] (problems of the landscape protection) – Vranov nad Dyjí (the chateau, problems of the local development, Vranov water reservoir) – Lechovice (visit of a wine cellar) – Brno.

Friday, August 29, 2014

Bilateral discussions, departure of the participants

The program could be modified according to the number of participants and their interests. The detailed information will be sent to the registered participants within the 3rd Circular during the summer 2014.

REGISTRATION FEE, ACCOMMODATION, MEALS, TRANSPORT

Registration fee	early payment before April 30, 2014	CZK	3 800
Registration fee	late payment after April 30, 2014	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

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 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.

Cash by the registration (in CZK only) – all fees excluding the early one. The exchange rate is 1 EUR for 27.39 CZK at the end of February 2014.

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, 2014.

Cancellation Policy:

Cancellation before April 30, 2014	return 90 %
Cancellation between May 1, June 30	return 50 %
Cancellation after June 30, 2014	no return (substitution of person is possible)



Znojmo town



Vranov nad Dyjí chateau

The reservation of accommodation is the matter of participants. We recommend Grand Hotel Brno (4 stars) which is situated in the favorable position opposite the railway station where train and bus connections as well as buses from the airport end (<http://www.grandhotelbrno.cz/cz/index.html>). The special price for the EURORURAL participants is: single room CZK 1,600, double room CZK 2,500 and double room occupied by one person CZK 2,230. Please, state the password Eurorural by reservation.

Of course, it is possible to reserve an accommodation in the five stars Holiday Inn Hotel in the vicinity of Brno Fair Grounds or in some other of dozens hotels or guest houses in Brno.

Jan Ámos Komenský Dormitory, Kohoutova 3-11 (1.4 km or two trolleybus stops from the University) is at disposal for the conference participants as well. The price is 500 CZK per person and night (double room, TV, social equipment, refrigerator, small kitchen) or cheaper according to the equipment. The breakfast is available on request for CZK 80 (continental) or 110 (buffet). If you prefer accommodation in a student hostel, contact us by e-mail please.

We do not provide transport of participants to the conference. Possible connections by public transport see <http://jizdnirady.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 2014.

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 "Q" building, where the conference will take place

MAILING ADDRESS:

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