

**REGIONAL
DEVELOPMENT
BETWEEN THEORY
AND PRACTICE**

12. CONFERENCE
ABSTRACTS PROCEEDINGS



CONTENT:

INTRODUCTION.....	3
PANDEMIC, WAR AND ENERGY PRICE CRISES: ANALYSIS, COST ESTIMATION AND RECOMMENDATIONS FOR POLICY	5
REFLECTION OF THE CRISIS MANAGEMENT OF SELECTED MUNICIPAL AND CITY AUTHORITIES DURING THE CORONAVIRUS PANDEMIC.....	6
COMPARISON OF THE OUTPUTS OF THE BOKZM GREEN QUALITY INDICATOR MEASUREMENT IN EUROPE AND SOUTH AMERICA	7
DEVELOPMENT AND CAUSES OF MIGRATION IN LAGGING REGIONS IN THE POST-COVID PERIOD: A CASE STUDY OF THE SLOVAK REPUBLIC.....	8
SUSTAINABLE TOURISM AND ITS IMPACT ON RURAL DEVELOPMENT	9
THE INFLUENCE OF THE CIRCULAR ECONOMY ON PUBLIC ADMINISTRATION ENTITIES	10
CIRCULAR ECONOMY AND MARKETING.....	11
STRATEGIC STARTING POINTS OF THE SLOVAK REPUBLIC IN THE AREA OF CIRCULAR ECONOMY AND WASTE MANAGEMENT PROGRAM DOCUMENTS.....	12
AI-ENABLED TRANSITION TO SMART EUROPEAN CITIES	13
STRATEGIC MANAGEMENT OF THE PORTFOLIO OF URBAN REAL ESTATE: RESEARCH OF CURRENT SCIENTIFIC KNOWLEDGE	14
„SMART CITIES" AND THEIR VULNERABILITY	15
SUSTAINABLE TRANSITIONS IN AGE-FRIENDLY COMMUNITIES IN EUROPE: A PARTICIPATORY APPROACH ...	16
MUNICIPAL WASTE MANAGEMENT PERFORMANCE: A FOCUS ON SLOVAKIA AND ITS LAU-1 DISTRICTS.....	17
REMOTE WORK – TOWARDS A DEFINITION THAT WORKS	18
TALENT BOOST: ATTRACTING EXCELLENT RESEARCHERS IN THE NATURAL AND TECHNICAL SCIENCES TO THE REGION.....	19
INVESTIGATING URBAN TRANSFORMATION IN POST-MINING CITIES: A CASE STUDY OF MOST CITY IN THE CZECH REPUBLIC.....	20
RAPID RECONSTRUCTION (POST DISASTER – WAR) AND ITS IMPACT ON REDUCING LIVING SPACE AT RESIDENTIAL HOUSES IN KOSOVA	21
UNDERGROUND LIVING CONCEPT	22
CITIES IN TRANSITION – CRACOW`S SOCIAL, ECONOMIC AND SPATIAL TRANSFORMATION WITHIN LAST 30 YEARS	23
ESG REPORTS FOR MUNICIPALITIES.....	24
METHODOLOGY FOR MEASURING THE POTENTIAL OF AN AREA IN RELATION TO TOURISM TO SUPPORT LOCAL DEVELOPMENT	25

INTRODUCTION

Before European society could cope with the effects of the Covid-19 pandemic, new problems were arose caused by Russian aggression in Ukraine. This has brought not only new security threats and a new wave of migrants, but also new and hitherto unexpected problems in terms of energy prices and availability. All these problems must be tackled not only by Europe as a whole, by individual states, but also by every region, city, or municipality. The aim of the conference is to create a platform for the transfer of new scientific knowledge and experience, how to analyse and solve the problems that have arisen, i.e., to propose ways, tools, and innovations for dealing with their consequences.

Main Topics of the Conference:

1. Impacts of Climate Change on Cities and Regions
2. Participatory Democracy in Sustainable Regional Development
3. New Security Aspects of Regional Development
4. Sustainable Urban and Regional Mobility
5. Impacts of Antipandemic Measures on the Management of Cities and Regions
6. Tourism in the Post-Covid Time
7. Circular Economy of Cities and Regions
8. New Energy Challenges in the Management of Cities and Regions

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SYSTEMS OF BROWNFIELD SITE REGISTRATION IN THE CZECH REPUBLIC AND GREAT BRITAIN: A COMPARATIVE ANALYSIS

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The document titled National Brownfield Regeneration Strategy 2019-2024 includes updating the database, cooperation between regional units, and monitoring of brownfield regeneration projects among its priorities for the Czech Republic. Within this context, the article focusses on specific features of brownfield registration systems in the Czech Republic and Great Britain. According to the National Brownfield Database, the Czech Republic had a total brownfield area estimated at 10,000 ha in 2007 and evidenced a 22 % reduction of this area in the period between 2007 and 2021. CABERNET's recorded total area of brownfield sites in the Czech Republic of 30,000 ha in 2007 included mining sites and put the Czech Republic in fifth place behind Romania, Poland, Germany and the UK. Both CABERNET and the National Database noted that the majority (35 %) of brownfields in the Czech Republic were located at former industrial production sites. In Great Britain, CABERNET recorded a total brownfield area of 76,607 ha in 2007. To date, that area has been reduced by 44 %. Interestingly, the UK has shown a 29 % increase in brownfield land over the last two years, according to the Planning Data Platform. Brownfield regeneration remains a socially significant issue in both countries, being relevant not only to the problem of housing shortages but also to the effective use of government investment and subsidies for the redevelopment of these sites. Although both countries have a statutory obligation to maintain brownfield registers, and the existence of these registers has proven very useful in brownfield development, the differences between the two systems, mainly the degree of data interoperability, affect not only stakeholder engagement, but ultimately economic development, and deserve further consideration.

PANDEMIC, WAR AND ENERGY PRICE CRISES: ANALYSIS, COST ESTIMATION AND RECOMMENDATIONS FOR POLICY

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For more than two years, we have been exposed to COVID-19 outbreaks of varying intensity. These shocks and the resulting containment measures have severely damaged both society and the economy, including the tourism industry. Tourism has been slow to recover from the negative impact of COVID-19 and has been hit again by the economic consequences of the Russian invasion of Ukraine and the subsequent ongoing war. The conflict between Russia and Ukraine is increasingly disrupting critical links in the supply chain, leading to more severe shortages of key production factors. The upward pressure on prices will continue, leading to further losses in real incomes and thus reducing private consumption and travel demand. To shed more light on the burning question of the cost of the pandemic and the consequences of the ongoing war, we have made an econometric estimate of these costs in terms of EU-15 expenditure on outbound travel. The cumulative costs between 2020 and 2022 amount to more than \$500 billion, or about 3 % of EU-15 GDP. We conclude with a critical remark: Based on the various crises of the last 50 years, we have to say that governments have not learnt anything about being prepared for crises by establishing national disaster/crisis plans. National contingency/crisis plans are needed to adequately manage the crisis and to direct people to the tasks necessary to deal with shortages of food, water, energy, shelter, raw materials, medicines etc. Plans are not enough: Financial resources must be available to fund crisis management and to support recovery from the crisis. In cases when the resilience of the socio-economic subsystem tourism is weak, it is necessary to strengthen the system through education, social support, and diversity.

REFLECTION OF THE CRISIS MANAGEMENT OF SELECTED MUNICIPAL AND CITY AUTHORITIES DURING THE CORONAVIRUS PANDEMIC

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The outbreak of the covid-19 pandemic in the spring of 2020 had a significant impact on the established operation of the entire society, including public administration institutions, which, among other things, had to deal with antiepidemic measures. The initial phenomenon of this unique and sudden event was uncertainty associated with a lack of relevant information and previous experience. Using a literature review of public sources and scientific papers on the effects of the coronavirus pandemic on public administration and based on the results of interviews with representatives of selected municipal and city authorities, the article aims to examine and assess the most challenging issues that the selected authorities met, how they responded to these issues, and how the experience gained reflected in crisis plans for managing similar unique and sudden events. The assumption is that the selected and other public authorities were able to overcome the initial difficulties resulting from the uniqueness of the situation relatively soon and maintain the standard level of public services provided, even if under limited conditions.

COMPARISON OF THE OUTPUTS OF THE BIODIVERSITY GREEN QUALITY INDICATOR MEASUREMENT IN EUROPE AND SOUTH AMERICA

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The article deals with the evaluation of conditions for blue-green urban infrastructure (MZI) in Europe based on the situation given by the geographical conditions for the establishment and maintenance of MZI cities, taking into account other specifics (density, population in the city) and in co-production with the Brazilian partner, several specific cities in Brazil are selected and a similar calculation is made there, which will allow one to compare Brazilian and European cities in terms of general requirements for the maintenance of greenery in cities. An essential condition for the blue-green structure in cities is the biogeographical conditions, i.e. in what climate zone and location the selected city is located within the continent. Consequently, as part of adaptation to climate change, it is necessary to support the development of local blue-green infrastructure and to find out what the climatic conditions were and are in cities. In the article, the climatic conditions and terrain morphology of selected cities are examined through a comparative analysis using the biogeographic indicator of the general quality of urban greenery (BIOKZM). As part of the creation and support of blue-green infrastructure (hereinafter referred to as MOI) in cities (it is an important adaptation factor of urban development in terms of adaptation to climate change), it is necessary to find at least the basic conditions and parameters for the development of MZI in terms of ongoing climate change. It is about the basic parameters of the environment in terms of water in the city and also in terms of the temperature and availability of existing green and blue (water) areas of the city. The article deals with how these conditions are evaluated in the BIOKZM indicator and how these parameters are reflected in the maintenance of the city environment. In terms of parameters, these are average annual rainfall, average temperatures, and availability of green and water areas in cities. The article publishes a view of selected cities of Europe and Brazil with a focus on the above parameters evaluated through BIOKZM, and considers the conditions of cities from the perspective of population density. The balance sheet and summary indicate that in which cities care will be easier and cheaper, and in which cities are well prepared in advance to adapt to climate change in terms of location, relief, and population. It is a comparative analysis of the geographical conditions for the creation and use of MZI cities between the northern and southern hemispheres of the Earth.

DEVELOPMENT AND CAUSES OF MIGRATION IN LAGGING REGIONS IN THE POST-COVID PERIOD: A CASE STUDY OF THE SLOVAK REPUBLIC

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Migration is a process where people leave their homes for various reasons. The aim of this article is to evaluate the level and development of migration in Slovakia and to identify its causes in the Gemer region, which is among the least economically efficient regions in Slovakia. We quantified the development and level of migration based on secondary data through selected analytical indicators of migration. We investigated the motivations of residents of the Gemer region to migrate through a questionnaire survey. Until 2004, Slovakia was an emigration country, but in recent years it has turned into a destination country. The situation is not the same in all regions of the country. A negative migration balance persists in the Gemer region, although restrictions related to the coronavirus pandemic have slowed this trend. We found that up to 21 % of respondents in the region migrate for work. Up to 45 % of the respondents want to move out of the region, while in 64 % of cases it is migration motivated by economic reasons. The opinion on migration is influenced by the gender of the respondent, but is not related to the level of education achieved.

SUSTAINABLE TOURISM AND ITS IMPACT ON RURAL DEVELOPMENT

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Sustainable tourism is an important and growing sector that can make a significant contribution to solving some of the social and economic problems of rural areas, while contributing to the sensitive maintenance of the landscape and the expansion of cultural and social traditions. It can be assumed that domestic, low-cost, and safe rural tourism will grow in popularity as a result of the Covid-19 developments that are changing the basic structure of tourism and guest behaviour. This also increases the attractiveness of the rural area for investors to increase investment in the development of tourism services and facilities that do not damage the environment, overexploit natural resources, or create conflict between local communities.

THE INFLUENCE OF THE CIRCULAR ECONOMY ON PUBLIC ADMINISTRATION ENTITIES

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The article characterises the differences between linear and circular economy. It presents strategic documents, action plans, and legislative frameworks for the functioning of the circular economy. On the example of regional cities, it presents specific aspects of waste treatment and the overall transition to a circular economy in the surveyed public administration entities.

CIRCULAR ECONOMY AND MARKETING

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Circular economy and marketing are distant terms at first glance. However, when we look at this terminology more closely, we can find several similarities or even a present symbiosis. The circular economy is a concept in which no waste is created. And this ideal state in society can be achieved both by responsible companies that apply the principles of responsible business and also by customers who expect such responsible behaviour. And social marketing is the newest philosophy of marketing management. The concept of social marketing emphasises the idea that satisfying the needs and wishes of the customer should lead not only to increasing his personal well-being but also to increasing the well-being of the entire society.

STRATEGIC STARTING POINTS OF THE SLOVAK REPUBLIC IN THE AREA OF CIRCULAR ECONOMY AND WASTE MANAGEMENT PROGRAM DOCUMENTS

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As a member state of the European Union, the Slovak Republic coordinates its development goals primarily with European partners. Coordination and cooperation concern many important areas, among which we also include the economy and environmental protection. In addition to national legislation, they result in fundamental documents, i.e. of strategic importance at the national level. In contrast to national legislation, which we also refer to as national legislation, strategic documents take the form of frameworks, plans, or programmes and are intended for strategic management. They are closely connected with national (and transnational) policies. So, they do not have a legislative character, but they significantly influence the legislation. During the Slovak presidency of the Council of the EU in 2016, the Slovak Republic's Ministry of Environment presented the so-called Bratislava transition process to a green economy, as a platform for discussing the benefits of the green and circular economy.

AI-ENABLED TRANSITION TO SMART EUROPEAN CITIES

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As a result of rapid urbanisation and the need for sustainable development, Smart Cities continue to receive attention in Europe. This transition could be substantially supported by artificial intelligence (AI), which could help cities become more efficient, sustainable, and responsive to the needs of their citizens. The possibilities and challenges of AI in regional development are examined in this paper and a framework is presented to integrate AI into urban planning and management. Drawing on examples from European cities, this paper examines the benefits of AI in promoting public participation, lowering costs, and improving city services, as well as the possible challenges related to data privacy, ethics, and social inequity. To enable responsible AI development and implementation, this paper proposes a set of ethical and inclusive AI guidelines, such as transparency, inclusion, and accountability. It concludes by highlighting effective AI integration in smart cities and advocating for a comprehensive strategy for the AI-enabled transition to inclusive and sustainable smart cities.

STRATEGIC MANAGEMENT OF THE PORTFOLIO OF URBAN REAL ESTATE: RESEARCH OF CURRENT SCIENTIFIC KNOWLEDGE

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The cities of the Czech Republic have a wide range of real estate. However, land, buildings, and premises must not only be managed individually, but also optimised and strategically developed as a comprehensive portfolio linked to the objectives of public administration activities and, of course, to the development plans of a particular municipality. However, a comprehensive view of the issue of managing and building a real estate portfolio in public administration is missing. This is evidenced by the lack of a methodology that would help local authorities with this large task. Based on this finding, a quantitative analysis of scientific publications was carried out dealing with the issue of strategic management of real estate portfolios at the city level, both within the Czech Republic and throughout the world. The analysis showed that there is no relevant scientific literature in the context of the Czech Republic that would deal with the topic. The follow-up analysis of the Scopus database showed that only 52 scientific outputs deal with the issue of strategic management of the portfolio of real estate owned by public administration at the city level, of which only 24 outputs are directly related to the examined issue. The aim of the article is to present a qualitative search of the content of scientific publications, thereby contributing to the creation of a basis for further systematic research into this issue.

„SMART CITIES" AND THEIR VULNERABILITY

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"Smart cities" are perceived as a dominantly positive phenomenon in most discussions. The authors aim to constructively and critically map this approach, with an emphasis on the most current case studies. Examples from recent years, and not only in connection with developments in Ukraine, show that modern, technological solutions, i.e., e-government tools, can become a target or even a tool of variously motivated attackers (criminal groups, foreign powers). A "smart" city is often potentially more vulnerable than agglomerations managed in a more traditional way. Specifically, there is an effort to find out whether there are more comprehensive theoretical concepts on the topic or whether and how the topic is mentioned by international police organisations (Interpol, Europol).

SUSTAINABLE TRANSITIONS IN AGE-FRIENDLY COMMUNITIES IN EUROPE: A PARTICIPATORY APPROACH

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The demand for age-friendly communities that can support the health and well-being of older people is increasing as Europe's population ages. Communities face transition issues. Transition design is an emerging design approach that seeks to address complex social and environmental challenges through participatory processes, including reframe the present and future, designing interventions, and waiting and observing. This article explores the potential of Transition Design to create age-friendly communities in Europe. Drawing on examples from several European countries, it describes the key principles of Transition Design and how they can be applied to the development of age-friendly communities. The article highlights the importance of participatory processes in involving older people and other stakeholders in the design process and discusses the role of technology in creating more accessible and inclusive environments. The article also considers some of the challenges of implementing a transition design approach in a European context. In conclusion, Transition Design argues that it offers a promising framework for creating age-friendly communities that are sustainable, inclusive, and responsive to the needs of older people.

MUNICIPAL WASTE MANAGEMENT PERFORMANCE: A FOCUS ON SLOVAKIA AND ITS LAU-1 DISTRICTS

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In this paper, we analyze the changes to the basic EU directive on waste and its impact on the waste legislation of EU members. We then examine the Slovak waste strategies/programs that have implemented the EU directive on waste, namely the Waste Prevention Program (2019), the Waste Management Program (2021), and the Envirostrategy 2030 (2019). Based on EU waste legislation, the Environmental Strategy 2030 sets the waste treatment aims for Slovakia until 2030. However, it is questionable whether Slovakia will achieve the goals set. Our research shows that, currently (2021), Slovakia's rate of waste incineration with energy recovery and landfilling rate of municipal waste are worse than the EU average, while the recycling rate, both for materials and composting and digestion, is better. In our quantitative analysis, we examine the development of waste management performance in Slovakia over the period 2017-2021, focusing on the Slovak LAU-1 districts. We estimate composite efficiency indicators using the techniques of Data Envelopment Analysis and Malmquist Indices. According to the hierarchy of waste treatment methods, the applied models consider desirable waste operations variables (recycling and incineration with energy recovery) and undesirable waste operations variables (landfilling). Our results reveal significant differences in efficiency across Slovak LAU-1 districts. The average technical efficiency of the 72 districts has improved from 0.714 in 2017 to 0.852 in 2021, indicating that the performance of the districts is generally improving and catching up with the best performing districts. Total performance, as measured by the Malmquist index, has improved by 39.9%. Districts with access to waste incineration facilities with energy recovery have exhibited higher efficiency scores, benefitting from this advantage.

REMOTE WORK – TOWARDS A DEFINITION THAT WORKS

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Although remote work is not an entirely new concept, its popularity has been visibly increasing only over the past few years – the change was mainly accelerated by the Covid-19 pandemic. The response of academia was almost instant, resulting in the proliferation of articles addressing this phenomenon. The starting point for the majority of these research papers is an actual definition of remote work, also called telework, telecommuting, distributed work, or virtual work. Although remote work has been gaining considerable attention lately, an unambiguous definition of the term is still missing. This article aims to explore and systemize the various definitions of remote work and identify the overlapping and contradictory elements.

The fast spread of the Covid 19 also meant that remote work was implemented almost overnight. To this day, employers and employees are dealing with both the advantages and disadvantages that remote work brings. This causes friction and requires an organisational change in many companies. It seems like for some, this now widely popularised concept is reaching its limits. Therefore, the second part of the article focusses on the exploration and systematisation of the advantages and disadvantages that this new way of working brings from the perspective of employers as well as employees.

TALENT BOOST: ATTRACTING EXCELLENT RESEARCHERS IN THE NATURAL AND TECHNICAL SCIENCES TO THE REGION

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The region's economic security can be threatened by a wide range of risks, such as job losses, external financial crisis, inflation, lack of raw materials and components, reduction of the ability to compete on a global level, ageing of the population, or lack of qualified workers. One of the ways to face economic threats is to attract excellent researchers and talents to the region. Thanks to these people, the region achieves higher research and innovation performance, its economy acquires a knowledge dimension, and is better prepared for international competition or facing global crises. The aim of the paper is to evaluate a unique project implemented in the South Moravian Region, the essence of which was to attract scientists from abroad. As part of this initiative, more than 70 scientists (mainly from the natural and technical sciences) came to Brno to conduct their excellent research. Approximately half of them remained in the region even after the end of the project. However, the region also benefits from scientists who left Brno. These scientists cooperate with their host workplaces and promote Brno in the world as a place where cutting-edge research is carried out.

INVESTIGATING URBAN TRANSFORMATION IN POST-MINING CITIES: A CASE STUDY OF MOST CITY IN THE CZECH REPUBLIC

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This article investigates the phenomenon of mining-induced displacement and resettlement (MIDR) in post-mining cities, specifically focusing on Most City in the Czech Republic. Post-mining cities often face challenges associated with population decline, ageing infrastructure, and a lack of economic opportunities. To address these challenges, some cities have implemented urban relocation programs to consolidate populations and resources in more sustainable locations. However, the effectiveness of such programs is not well understood. This article presents a case study of Most City to explore the dynamics of MIDR of post-mining cities. Drawing on interviews with city officials, residents, and experts, as well as a review of relevant literature, the article identifies the key drivers and challenges of MIDR in the context of Most City. The paper also evaluates the outcomes of the relocation program in terms of social, economic, and environmental sustainability. Ultimately, the article argues that MIDR can be a viable strategy for post-mining cities, but only if implemented in a way that addresses the specific needs and challenges of each city.

RAPID RECONSTRUCTION (POST DISASTER – WAR) AND ITS IMPACT ON REDUCING LIVING SPACE AT RESIDENTIAL HOUSES IN KOSOVA

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The reconstruction process as a huge need after disaster, a part that creates emergency shelter for people in need, also has a direct impact on living space as one of the emergency created after every disaster. This article aims to identify the impact of intervention of humanitarian organisations without being coordinated and agreed on minimal living standards that will be applicable during the reconstruction phase due to the environment created after the disaster. Kosova was exposed to the war on 1998-1999 and massive destruction of 250000 residential houses (EAR 2000) and as a result within several years after the war was over, the reconstruction took place being performed by different international and local organisations in order to recover all damages in residential houses and creating emergency shelter for people in need. The reconstruction process was beneficial to Kosova who was unable to provide any assistance in the reconstruction process, but influenced the reduction of living space by reducing the comfort of people by transforming to the minimum living condition.

UNDERGROUND LIVING CONCEPT

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Since the beginning of human existence, housing is considered one of the basic elements for survival and protection from difficult natural conditions. The purpose of this research is to treat underground homes, as a efficient living and nature protected. In addition, the study will seek to discover the underground houses that were developed in Switzerland, China and Greece, study project as constructions and that have gained good results in the field of housing, integration of outdoor construction, design, and saving energy. The research is intended to serve as a basic, basis for informing the typologies, advantages, and disadvantages of the underground houses. The research reaches to the result of the definition of typology, its function, and the project proposal that can be considered adequate under the country's conditions.

CITIES IN TRANSITION – CRACOW’S SOCIAL, ECONOMIC AND SPATIAL TRANSFORMATION WITHIN LAST 30 YEARS

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Within the last 30 years, the cities of Central Europe have met with critical change and transformation. The aim of this presentation is to express how the city of Cracow, the second largest city of Poland, has evolved within the last three decades on the level of demography, urban development, and economy.

The presentation will focus on three major problems of the city development:

Demographic transformation of Cracow:

Total population change; female/male population; population density (inhabitants/km²); number of women per 100 men; natural increase per 1000 population; internal migration balance per 1k population; external migration balance per 1k population

Economic transformation of Cracow:

Deindustrialization of the city (map), main driving factors responsible for the city development (education, tourism, global services);

Spatial transformation of Cracow:

The scale of the growth of the new spaces for housing estates, office centres and shopping centres, public transportation challenges, the number of cars development, total dwellings, inhabited dwellings, uninhabited dwellings, the urban planning system and its relation to contemporary problems;

The final part of the presentation will present: the fastest developing districts of the city; the scale of the suburbanisation; the impact of the city on the surrounding areas; the impact of globalisation on the city and metro area, and climate change on Cracow.

Data:

The presentation will use the data presented in the National Census (1988, 2002, 2011, 2022); the Strategy of the City of Cracow; the Yearly Reports of the City of Cracow Conditions (since 1991 -).

The research methodology will use the combined qualitative (evaluating data through the literature analysis, city reports data and other available sources) and quantitative process (evaluating data from the National Census (1988, 2002, 2011, 2022); the Strategy of the City of Cracow; The Yearly Reports of the City of Cracow Conditions (since 1991 -) and other available sources.

ESG REPORTS FOR MUNICIPALITIES

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A major topic currently discussed is the so-called ESG reports, i.e. reports focused on assessing the environmental, social, and administrative-organisational situation of the organisation (Environmental, Social, and Corporate Governance) within the meaning of the European Parliament Directive. These reports are currently binding to large companies, but their scope will continue to expand. Therefore, it is logical to expect their extension to towns and municipalities. However, there is currently a significant "research gap", as the situation of cities and municipalities is significantly different from the corporate environment. The assumption that it would be possible to use existing corporate reports for cities and municipalities "adequately" is proving to be completely inappropriate, and its implementation could ultimately lead to damage to the image and functioning of our towns and villages and their cultural, historical and social potential (e.g. Baroque palaces will hardly meet the demanding conditions for energy self-sufficiency, just as the requirements for environmentally friendly mobility will not be applied in the conditions of preserved Gothic urban structure and parcelling). Therefore, cities and municipalities must find a completely new approach to how ESG reports can be conceived and applied, to preserve and support the cultural, historical, and social potential of cities and municipalities and their urbanity when implementing new ESG approaches. The aim of the paper will be the initial analysis of the subject raised.

METHODOLOGY FOR MEASURING THE POTENTIAL OF AN AREA IN RELATION TO TOURISM TO SUPPORT LOCAL DEVELOPMENT

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The basic characteristics of tourism say that tourism is based on places. It is linked to the potential offered by the territory and the society. Furthermore, all stakeholders operating in the destination work with such potential - tangible, intangible, natural, and cultural. The potential of each territory is unique, and to use it in an efficient and sustainable way, it needs to be summarised, measured, evaluated, and categorised. This article presents a methodology for approaching such a process, the metrics to use and how to work with the potential to create a sustainable local tourism product.

The methods used in the process, from summarising through measuring, evaluating, and evaluating the potential of the territory, are based on decision analysis and process management methods. The methodology is intended for all tourism actors in each destination, especially managers of destination management organisations, representatives, local governments, or other initiating entities.

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