

Conference Venue

1st Announcement



Organizational Secretariat

IFHP Secretariat

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IFHP Annual International Conference 2009

Tourism – Current and Future Challenges for Urban Development

24th – 27th May 2009
Mikulov Castle
Mikulov, Czech Republic

www.ifhp2009.cz


South Moravian Region




Tourist Authority
South Moravia


rrajm
REGIONAL
DEVELOPMENT
AGENCY
SOUTH MORAVIA

IFHP conferences

The International Federation for Housing and Planning (IFHP) was founded in 1913 in England and emerged from the Garden Cities Movement, aimed at creating better living conditions for the inhabitants of towns and cities. IFHP organizes a wide range of activities and creates opportunities for the international exchange of knowledge and experience in these professional fields. By this exchange, its aim is to promote mutual learning and inspiration, and generate new ideas amongst professionals in order to equip them to find the best local solutions to the global challenges facing housing and planning today.

International conferences are an important tool for that exchange of knowledge and are often the climax of a number of years of investigation and study on a particular topic by one of IFHP's working parties. This is the case for the conference in Mikulov on Tourism and Urban Development. Not only will the conference present the work done by the IFHP working party on this topic, but will aim also at looking at practical ways by which the knowledge generated can be applied in policies and actual development.

Tourism – Current and Future Challenges for Urban Development

Tourism has become one of the biggest and most rapidly expanding industries all over the world. Tourism is not just a business – it also has a profound influence on the urban structure of cities, whilst the urban quality of cities is what attracts tourists.

An uncontrolled development of the tourist industry may cause a devastation of the natural and cultural heritage in some areas. For that reason, it is essential to plan carefully its development, to analyse the limits of regions, to learn to utilize the attractive natural and cultural sites in harmony with sustainable development and social and economic interests of the population. It is necessary to create such conditions for the development of the tourist industry that will prevent devastation of regions and will channel the tourist influx to areas with a capacity to absorb them.

It follows from the above that tourism affects not only activities of social and economic development, but that its secondary effects are also reflected in politics, culture, protection of the environment, and education. It can be assumed that, if its balanced development can be maintained, tourism will continue to be one of the most important factors in the world economy.

The Theme of the Conference

The relationship between tourism and urban development has been studied by the IFHP Working Party "Tourism and Urban Development" in the years 2003 – 2008. The experience of many cities and regions visited and/or studied by the Working Party shows that a rapid development of

tourism places new requirements on the use of the territory and its utilities, and that many attractive sites for tourists find them difficult to meet. Regional planning must therefore not only create conditions for the regulation and routing of tourists in a given territory, but also for an adequate range of spatial and functional possibilities that make sustainable development of tourism possible.

The 2009 IFHP Conference theme: Tourism – Current and Future Challenges for Urban Development concludes the six years activity of the Working Party, introducing the topic of tourism and urban development cooperation to a wider forum of experts from all over the world.

The following three sub-themes will be further developed in form of case studies during the Conference:

- a. Tourists in Historic Towns – Enemies or Shortcut to Prosperity?
- b. Sustainable Tourism in Cultural Landscape
- c. Planning for Tourism as a Tool of Economic Development

Case Studies

The format of the Conference enables all participants to take an active part in the chosen sub-theme. Local case studies of attractive places close to Mikulov are being prepared for each sub-theme:

- a. City Marketing and Tourism Development in the Town of Mikulov
- b. Cycle Paths in the Dyje River Region (a Cross-border Project)
- c. Pasohlavky Spa – Development.

Participants will inspect the site of the chosen case study during a field visit on Monday afternoon. Tuesday's programme is mostly dedicated to the workshops dealing with the topic of the chosen case study.

In addition, there are workshops for those who have a more international focus. These workshops are in fact an overview of selected topics and sites studied by the IFHP Working Party "Tourism and Urban Development" and will be organised by local experts from cities visited by the Working Party. Workshops of following cities are under preparation:

- La Valetta, Malta
- Oporto, Portugal
- Gothenburg, Sweden
- San Juan, Puerto Rico

Important dates

1st Announcement – December 2008
2nd Announcement and Call for Abstracts – February 2009
Abstract Submission Deadline – 15 March 2009
Last Call for Papers – March 2009
Paper Submission Deadline – 20 April 2009

Options for Active Participation

- lecture or poster presentation
- participation in the conference exhibition or conference partner (please contact Daniela Pivodová at pivodova@ta-service.cz for more details)

Registration

Registration starts on 1st January 2009. If you are interested in active or passive participation, please fill in the registration form on the conference's official website at www.ifhp2009.cz

Conference fees

by 31st March

IFHP member	8 400 CZK	(€ 350)
Non-IFHP member	9 600 CZK	(€ 400)
C&E Europe	7 200 CZK	(€ 300)
Accompanying person	3 600 CZK	(€ 150)

from 1st April

IFHP member	9 600 CZK	(€ 400)
Non-IFHP member	10 800 CZK	(€ 450)
C&E Europe	8 400 CZK	(€ 350)
Accompanying person	4 800 CZK	(€ 200)

Prices in CZK are constant for whole time of the booking period. Prices in EUR are informative and can be changed according to the current exchange rate.

Accommodation

Reservation of accommodation is part of registration form. All hotels are close to conference venue. You can find complete accommodation offer on the conference web site.

Hotel Galant****	single room	1 400 CZK (€ 58)
	double room	1 800 CZK (€ 75)
Hotel Vivaldi****	single room	1 200 CZK (€ 50)
	double room	1 400 CZK (€ 58)
Hotel Eliška****+	single room	1 050 CZK (€ 44)
	double room	1 600 CZK (€ 67)
Hotel Eliška***	single room	750 CZK (€ 31)
	double room	1 150 CZK (€ 48)
Hotel Réva***	single room	850 CZK (€ 35)
	double room	1 050 CZK (€ 44)

- Prices - per room and night
- includes breakfast and 9% VAT.

Preliminary Programme

DAY 1 24 May 2009 (Sun)	DAY 2 25 May 2009 (Mon)	DAY 3 26 May 2009 (Tue)	DAY 4 27 May 2009 (Wen)
Registration	Keynote Lectures Coffee Break Case Studies	Keynote Lectures Coffee Break Workshops	Keynote Lectures Coffee Break Workshop Reports
	Lunch	Lunch	Lunch
Sight - seeing in Mikulov Opening Session	Case Study Excursions - Field Visit	Workshops Parallel Sessions	Plenary Session Discussion Closing Speech
Welcome reception	Social Programme	Social Programme	



Accompanying Persons Programme

For accompanying persons will be provided special programme.

The Area of Chateaus Lednice and Valtice

- The Area of Chateaus Lednice and Valtice is one of the most precious pearls in the historical and cultural treasure of the Czech Republic. Since 1992 it has been listed in the UNESCO World Heritage

BRNO – the Moravian metropolis

- Brno, the Czech Republic's second largest city, is the seat of universities and important legal institutions with many historical sites
- Historical sites: Špilberk castle, Cathedral of St. Peter and St. Paul, Capushin crypt, St. James Church, Old Town Hall, Freedom Square

Turold caves

- Turold Cave is the largest and the most important cave of the Pálava Hills. The length of all corridors, halls and domes exceeds 1 km. The cave is distinguished with its "Turold-style"

Holy Hill

- Holy Hill is another significant natural dominant of Mikulov. The top of Holy Hill is dominated with St. Sebastian pilgrimage church, a belfry and other sacral objects of the Way of the Cross

Post Conference Tour

We will provide a Post Conference Tour for people who are interested in going to Vienna, Bratislava, Brno or Prague. For more information, please visit the conference website.

Conference Languages

The official conference language is English with simultaneous interpretation into Czech.

Conference Venue

For this conference, we have chosen a unique, charming yet possibly less well-known venue. Mikulov, one of the main centres of South Moravia lies in the southernmost district of the South Moravia Region in the Czech Republic, close to the border with Austria. The city of Mikulov is a town

with a Baroque castle, a renaissance square and an ancient Jewish District. The extraordinary natural, historical as well as architectonic monuments in combination with the favourable warm climate of a vintners' region create a very pleasant Southern European atmosphere. The conference will be held in the heart of Mikulov's historic castle.
The official website of town of Mikulov: www.mikulov.cz

Transport

There are two gateways to Mikulov: Vienna and Brno.

From Vienna airport to Mikulov (recommended by Ta-service)

- Mikulov is situated about 1,5 hours by car north of Vienna (85 km)

From Brno to Mikulov

- Mikulov is situated about 1 hour by car south of Brno (50 km).
- Tourbus (www.tourbus.cz) operates a direct bus connection from Brno main station to Mikulov every 2 hours. Transport takes about 1,5 hours.

From Prague Airport to Brno

- Prague airport is about 2 hours drive from Brno and 3 hours from Mikulov.
There is a good motorway connection
- Czech airlines (www.csa.cz) operates (twice a day) flights Prague-Brno
- Student Agency (www.studentagency.cz) operates a direct bus connection from Prague (city, airport) to Brno. There are more than ten connections in both directions each day.
Transport by bus from Prague airport takes 3,5 hours.

From Bratislava (Slovakia) to Brno

- Some low-cost airlines use Bratislava airport. There is a bus line (no. 61) from the airport to the central train (and bus) station that serves Brno.

Special Offer

Ta-service will provide for conference participants an attractive package including transport from Vienna to Mikulov and accommodation. For more information, please visit the conference website.