

SCIENTIFIC ARTICLES

Authors: Jiří HASMAN, David HÁNA, Kryštof MATERNA

Title: Regional brands produced beyond the region: An analysis of beer brands from recently closed breweries in Europe.

pp. 168–183

Abstract: Global industry has been undergoing changes in the concentration of brand ownership and production, with acquisitions and closures being a major factor in this evolution. The impacts of such activities are commonly studied from an economic perspective and from the perspective of internal firm-level and deal-level factors, while the influence of external geographical factors is largely neglected. Our research focuses mainly on the importance of geographical cultural factors affecting beer brands whose production location was moved after the closure of the original breweries. The research includes a complete sample of 30 brands from recently closed breweries across Europe. Brands are divided into seven categories according to how their marketing strategy has (or has not) changed in terms of exploiting regional and national identity. The overall success of these brands is then measured in terms of the development of their share in the home countries' markets. Differences in brands' strategies and successes are explained through a wide range of country-level factors and the individual characteristics of the breweries. It is shown that the level of beer tradition or identity in the countries, as well as the country's beer life-cycle position, plays a crucial role in the evolution of the studied brands.

Article history: Received 5 December 2020, Accepted 10 May 2021, Published 30 September 2021

Authors: Jindřich FRAJER, Jana KREMLOVÁ, David FIEDOR, Renata PAVELKOVÁ, Miroslav TRNKA

Title: The importance of historical maps for man-made pond research: From the past extent of ponds to issues of the present landscape. A case study from the Czech Republic.

pp. 184–201

Abstract: Historical maps are a valuable resource in landscape research. The information gathered from them facilitates the cognizance of landscapes and may assist current landscape planning. This study focuses on the historical occurrence and spatial extent of man-made ponds in the Czech Republic. Based on the 1st Military Survey maps (1764–1783) of the Habsburg Monarchy, we use Historical GIS to identify 7,676 man-made ponds in the historical landscape. Compared to the 2nd Military Survey maps (1836–1852), 56% of these man-made ponds had been drained. Such disappearances mostly affected large ponds in fertile agricultural areas, but also affected small reservoirs in less fertile areas at higher altitudes. As the current maps and spatial datasets (Water reservoirs, Landscape water regime, Farming areas) show, a number of these agricultural regions have been affected by climate changes and face water shortages. The historical map information of former ponds has the potential to contribute to their restoration in areas where water retention in the landscape needs to be increased.

Article history: Received 25 February 2021, Accepted 29 July 2021, Published 30 September 2021

Authors: Oleksiy GNATIUK, Kostyantyn MEZENTSEV, Nataliia PROVOTAR

Title: From the agricultural station to a luxury village? Changing and ambiguous everyday practices in the suburb of Vinnytsia (Ukraine).

pp. 202–216

Abstract: The study of everyday practices, self-identities and perceptions seems to be a promising approach to understand the suburban spaces as not only static containers but socially constructed, dynamic and ambiguous entities. Our case study is represented by the suburban village of Ahronomichne, located in the peri-urban area of the second-order Ukrainian city of Vinnytsia. The research methods included survey of residents (67 long-term residents and 59 newcomers), observations of the everyday activities of the residents and appearance of the build environment at seven observation points within the village, and four semi-structured in-depth interviews. We found that everyday practices of the long-term residents and newcomers significantly differ in terms of their set, spatial configuration and actual exercitation. The other important factors contributing to the variety of everyday practices and lifestyles are type of housing, age and family status. Simultaneously, we observed not just a combination but rather intertwining, mixing and hybridization of urban, suburban and rural everyday practices and lifestyles. Another finding of the research was the western-type suburban growth of the second-order Ukrainian city in contrast to the largest cities of the country where centrifugal migrations of rich people to peri-urban area combines with the centripetal stream of less affluent migrant from peripheral settlements, keeping transitory residential strategy.

Article history: Received 25 February 2021, Accepted 29 July 2021, Published 30 September 2021

Authors: János PÉNZES, Gábor DEMETER

Title: Peripheral areas and their distinctive characteristics: The case of Hungary.

pp. 217–230

Abstract: The delimitation and classification of peripheral settlements using multivariate statistical methods is presented in this article, with a case study of Hungary. A combination of four different methods provided the basis for the delimitation of settlements defined as peripheral. As significant overlapping was detected between the results of the different methods, peripheries – more than one-fifth of the Hungarian settlements – were identified in a common set of the results. The independence of the results from the applied methods points to the fact that peripherization is multi-faceted, and the peripheries of Hungary are stable and well-discernible from other regions. After the identification of peripheral areas, we classified these settlements into groups based on their specific features. Multiple steps specifying the relevant variables resulted in selecting the most appropriate 10 indicators and these served as the basis for a hierarchical cluster analysis, through which 7 clusters (types of peripheries) were identified. Five of them comprised enough cases to detect the most important dimensions and specific features of the backwardness of these groups. These clusters demonstrated a spatial pattern and their socioeconomic and infrastructural features highlighted considerable disparities. These differences should be taken into consideration when development policies are applied at regional levels or below.

Article history: Received 18 August 2020, Accepted 24 April 2021, Published 30 September 2021

Authors: Magdalena SZCZEPAŃSKA, Ewa KACPRZAK, Barbara MAĆKIEWICZ, Lidia PONIŻY

Title: How are allotment gardens managed? A comparative study of usage and development in contemporary urban space in Germany and Poland.

pp. 231–250

Abstract: This article aims to analyse the development and use of allotment gardens (AGs) and plots in Westphalia and Lippe (Germany) and Wielkopolska (Poland) to assess what functions are feasible in their current stage, thus, contributing to an ongoing discussion on the role of AGs in contemporary urban space. The analysis considered ecosystem services, green infrastructure and urban agriculture. Characteristic features of AGs were identified by means of a survey of plot-holders, in-depth interviews with representatives of allotment associations, and exploratory walks. The management and use of AGs differs in both regions in terms of accessibility, common areas, impact on the landscape and plots development. AGs in Westphalia and Lippe are accessible and developed in a way which meets needs of external users. They fit harmoniously into the surrounding landscape. However, AGs in Wielkopolska are not as accessible, prioritize internal users, and do not always blend in with their surroundings. In Westphalia and Lippe, in addition to recreational and edible plant-growing plots, there are also educational and integration ones, while in Wielkopolska main categories of plots were more numerous and varied; from recreational with a predominance of ornamental plants to fully-cultivated. However, the considerable freedom that Polish plot-holders enjoy gives rise to the gradual marginalization of edible-plant growing.

Article history: Received 6 January 2020, Accepted 19 May 2021, Published 30 September 2021