

Date: 15 August 2021

Curriculum Vitae

1. Personal Data

Name in Hebrew: ד"ר שאול ירדנה
Name in English: Shaul Yarden, Ph.D.
E-Mail: yardenas@wgalil.ac.il

2. Education Certificates and Degrees

Education	Institute	Department	From - To
First Degree	University of Haifa	Geography	1984-1986
	University of Haifa	Statistics	1984-1986
Second Degree	University of Haifa	Geography	1990-1994
		With Summa Cum Laude	
Third Degree	University of Haifa	Geography & Environmental Studies	2002-2008

3. **Title of master's Thesis:** "Shopping Malls as Competition to Central Business Districts: Views Taken By Planning Authorities in Haifa 1958-1994"

Master of Arts, with Summa Cum Laude, 1995 The University of Haifa Thesis of Excellence, 1996

Supervisor: Prof. Kellerman Aharon

Title of Doctoral Thesis: "The Rural Idyll and Open-Space Policies in Israel: The Attitudes of the Jewish Rural Settlements in the Northern District"

Supervisors: Prof. Feitelson Eran, Prof. Kellerman Aharon

4. Academic Ranks

Rank	% Position	From-To	Names of Institution and Department
Lecturer Senior teacher (since 5/2020)	100	2004 -current	Western Galilee Academic College. Department of Sociology and the Multidisciplinary Department
Research Fellow Track "Researcher"	partial	2004-2005	University of Haifa, Department of Geography & Environmental Studies
Lecturer	partial	2007-2009	Oranim Academic College, Department of Geography
Adjunct Lecturer	partial	1995-1998 1995-current	University of Haifa, Department of Geography & Environmental Studies
Adjunct Lecturer	partial	2012-2015	University of Haifa, The Multidisciplinary Department
Lecturer	partial	1995-1998	The Alperin Regional College of the Jordan Valley, (Bar Ilan University College), Department of Geography
Lecturer	partial	1995-1998	The Alperin Regional College of the Jordan Valley, Certification Studies, The Jordan Valley, Israel.
Lecturer	partial	1995-1999	Western Galilee College, (Bar Ilan University College). Multidisciplinary Studies.
Research Assistant	partial	1995	University of Haifa, Dean of Faculty of Social Sciences,
Research Assistant	partial	1995	University of Haifa, Department of Geography,
Lecturer		1995-1996	Gordon - Academic College for Education
Teaching Assistant	partial	1991-1992, 1994	The National Security College
Lecturer	partial	1992	Regional School for Teachers and Educators Continuing Education Programs, Regional Educational Center Haifa
Teaching Assistant	partial	1990-1995	University of Haifa, Department of Geography,

5. Supervising Graduate and Post-Graduate Students

Names of M.A. Students (supervised by the lecturer)

Name of Student	Year of Completion	Co-Supervisor
Harel Gotfraid	Started at 2008 but didn't finish because of health problems	Prof. Deborah Shmueli

6. Grants and Awards

Year	Name of Grant/Award
2002	Faculty Teaching Excellence award, Faculty of Social Sciences, University of Haifa
1999-2003	At the Top Tenth in Teaching, University of Haifa.
1999-2002	A Geography Department Excellence in Teaching, University of Haifa.
2010	Western Galilee Academic Collage, July 2010, 3,700 NIS, for editing book review and for an article Rural Idyll.

Doctoral Studies:

2002	Yad Tabenkin: Documentary Ideological and Research Centre of the Kibbutz Movement, Scholarship. (8000 Israeli Shekel).
2001	Hakeren Hakayemit L'Israel, Scholarship. (8500 Israeli Shekel)
2000	Hakeren Hakayemit L'Israel, Scholarship. (8500 Israeli Shekel).
2000	Frenkel Foundation, Research Grant. (8000 Israeli Shekel).
2000	Galilee and Haifa Research Institute, Research Grant. (4000 Israeli Shekel).
1998	Municipality of Rechasim, Education Department, Scholarship of Excellence, (2000 Israeli Shekel).
1998	Graduate Studies Authority, University of Haifa, Research Grant. (4000 Israeli Shekel).
1998	Rieger Foundation (Santa Barbara, California) - JNF Fellow in Environmental Studies. (20,000 Israeli Shekel).

Masters Studies:

1996	The University of Haifa Thesis of Excellence, (The Mall as Competition to the Central Business District).
1996	The Dean of Advanced Studies, University of Haifa, Scholarship of Excellence, in honor of receiving the 1996 University Thesis of Excellence. (3,000 Israeli Shekel).
1996	The Faculty of Social Sciences, University of Haifa, Scholarship of Excellence, in honor of receiving the 1996 University Thesis of Excellence. (3,000 Israeli Shekel).
1995	Knesset (Israel's parliament) Honors for excellence in graduate studies.
1994	Keren Mifal HaPies named for Pinches Sapir, Research Grant for Urban Studies. (5,000 Israeli Shekel).
1994	Commerce and Industry Office, Haifa, Research Grant. (4000 Israeli Shekel).
1993	Galilee and Haifa Research Institute, Research Grant (4000 Israeli Shekel)

Year	Name of Grant/Award
1991	Graduate Studies Authority, University of Haifa, Scholarship of Excellence. (1000 Israeli Shekel)
1991	Award from the "Knesset" (Parliament) for outstanding student's in Israel
1990	Rotary Club, Haifa, Scholarship of Excellence. (2200 Israeli Shekel).

7. Research Grants

From-To	Funding Agency	Title of Research	Amount	Names of Research Partners
2016-2019	Chief Scientist of the Ministry of Agriculture and Rural Development	<u>Please see below</u>	206,000	Prof Michael Sofer Prof. Irit Amit-Cohen Dr. Levia Applebaum Dr. Nir Cohen

Title of Research: The nature and scope of institutional collaborations between urban and rural communities in peripheral areas: Factors that encourage and limit local authorities and populations in cooperation and socio-economic cultural exchange.

8. Active Participation in Conferences (Only from 2001)

Organizing scientific conferences:

1. Chairperson of the organizing committee for a conference on "Israel's Center and Periphery: Gaps and Schisms" Western Galilee Academic College, March 2016. Session chair: Center and Periphery – Difficulties and Successes.
2. *Western Galilee Academic College, Second Conference: Research Lecturers at the college: June 2020, "Interactions between the rural area and the city in Israel: From alienation to cooperation".*
3. *Conference of The Association of Israel Geographers, University of Haifa, December 2019, " Carmiel: From a development town to a central city in the Central Galilee"*
4. *Conference of The Association of Israel Geographers, University of Haifa, December 2019, Session chair : "Planning in northern Israel".*
5. *Fifth Kinneret Conference for Academic Education and Periphery: Innovative Trends in Rural Space* Kinneret Academic College, March 2019, "The country and city: Possibilities of collaborations in peripheral areas".
6. *Conference of the Department of Sociology* Western Galilee Academic College, March 2016, "Carmiel as a springboard for the northern periphery"
7. *Conference of The Association of Israel Geographers, University of Haifa, December 2014, " Absorption committees in community localities as gated communities"*
8. *Conference of The Association of Israel Geographers, University of Haifa, December 2014, "Shopping malls instead of central business districts – decision making by planning authorities and its social-spatial impact"*
9. *Technion, Israel Institute of Technology, University of Haifa, December 2013, "Round table: Changes in the rural space – The rural ideal, from vision to reality"*
10. *Green Campuses, University of Haifa and the Ministry of Environmental Protection, June 2011, "Consumer Culture Development".*
11. *Center for the Study of Haifa and the North, University of Haifa, June 2010, "From the commercial streets to malls and power center: Changes and attitudes of the planning authorities in Haifa" (appeared on the Haifa University's academic channel).*
<http://actv.haifa.ac.il/programs/Item.aspx?it=1941>

12. *Faculty Workshop, Minorities, Periphery, Education and Multiculturalism*, Western Galilee Academic College, May 23-27, 2010, "The Rural Idyll: Transformation from Agriculture to Open Space the Attitudes of the Jewish Rural Residents in the Northern Periphery" (in English).
13. *Conference of The Association of Israel Geographers*, University of Haifa, December 2009, "Rural Idyll and Open Space Policy in Israel: The Attitudes of the Jewish Rural Residents in the Northern Periphery" (in English).
14. *Research day*, Western Galilee Academic College, February 2008, "What are they thinking? Attitudes of kibbutz residents on the changes taking place in the rural space in the northern region.
15. *Kibbutz research conference*, Yad Ye'ari, Givat Haviva, May 2006, "Attitudes of kibbutz residents on the changes taking place in the rural space in the northern region".
16. *Conference of The Association of Israel Geographers*, University of Haifa, December 2004, "The Rural Idyll and Open Space Policies in Israel: The Attitudes of the Jewish Rural Settlements".
17. *Mediterranean Conference*, University of Haifa, February 2004, "The non-religious Modern Temple".
18. *Conference of The Association for Environmental Planning in Israel*, Council of Beautiful Israel, February 2004, "Malls in Place of Open Spaces".
19. *Conference of The Association of Israel Geographers*, University of Haifa, December 2003, "The Mall as a Temple of the Consumption Culture".
20. *Conference of The Association of Israel Geographers*, University of Tel-Aviv, December 2001, "The Grand Canyon Shopping Mall – Commerce in Open Space: Decision Making Processes by Planning Authorities and their Significance".
21. *Workshop on the Future of Haifa's Wadis*, University of Haifa and The Society for Protection of Nature, April 2001, "Kanyon in Canyon: Shopping Centre in Roshmiea Wadi in Haifa".

9. Additional Professional Experience (Public Positions)

- Member of the Master Plan Steering Committee: "Haifa Wadis." 2016 – 2018.
- Member of the Round Table for the Changing Rural Space: The Hebrew University of Jerusalem, Bar-Ilan University, The Technion-Israeli Institute of Technology, Agricultural Union. 2013 - current
- Lecturer for the Ministry of Education and the Ministry of Environmental Protection on subjects of teaching social and environmental sustainability. 2012 - current
- Member of the Ministry of Education's professional committee for geography education. 2012 – 2019.
- Project Manager, Carmiel Statutory Master Plan 2020, Ministry of Housing and Construction, 1995-2003.
- Planning Consultant and Editor, Carmiel Master Plan for the Industrial Zone 2020, Ministry of Commerce and Industry, 2002.
- Planner, Survey Consultant and Data analysis, Purchasing Patterns in Food Centers Chuzot HaMifratz Inc., 2001.
- Environmental Team Consultant, Dynamic Master Plan for Ashkelon, Svivot Tichnun, Inc. 1998-2001.
- Steering Committee Member, Master Plan for Haifa Metropolitan and Haifa Region, from Carmiel 1999.
- Carmon, Y. (1978), The Land of Israel - Geography of the Land and its Region, Tel-Aviv, Yavne. Updated with A. Sofer. In 1997. Requested for updating by Hebrew University, Jerusalem. (Not published).

- Secretary Appeals Committee Northern District, Ministry of Interior, 1996-97.
- Planning Team Consultant, Master Plan for Wadi Ara, 1996, Israel Land Administration.
- Planning Survey Consultant, Kibbutz Yagur Plan, Sivvot Tichnun, Inc.1994.
- Planning Consultant, Integrative Transportation Hubs, Izenberg-Sherman Architects, Inc. 1994.
- Staff Member, R&D Nuclear Medicine department, Elscint, Haifa, 1987-91.
- Management of the Configuration Control System for Nuclear Medicine, in the Research and Development Software Department.
- Administrative Manager, Shemer, Medical Examination Center, 1992-93.

10. Scientific Areas of Specialization

The village and rural areas – society in a changing ideology: Changing ideology, social and spatial significance of Israeli and global rural settlement patterns. What is a village in light of social changes? What is a rural lifestyle (when the agricultural land loses its priority as a factor of production)? From agriculture to real estate ventures – from farmer to businessman? Commercialization.

Planning –From theory to practice: Development of planning thinking, planning policy: social aspects, issues in urban and rural planning, the Planning and Building Law, decision-making policies, conflicts in social planning, ideology and its reflection in the law, public sharing planning, planning under guise of politics, sustainable planning, national, spatial and local planning, different levels of plans and their approval under the law, expansions.

Sustainability and sustainable cities: The Circles of sustainability: environment economics and Community, Global Warming, Environmental protection, Social and environmental justice, Planning Sustainable Cities

New cities and old cities, Center and Periphery: Their creation, planning foundation, change in the spatial and social fabric, image and marketing, human capital. From city to metropolis to megalopolis – spatial, economic and social expression. Center versus periphery – spatial and social aspect.

Open spaces: Their value, pressures for change policy and management to preserve them at the international, global and local (Israel) levels; Open space and its importance in social planning; open vs. development; perception of open spaces in the Planning and Building Law; statutory and national plans for open spaces; agricultural land as an open space; importance of agricultural land in the Planning and Building Law, change in status [of open spaces].

Consumer culture and its characteristics: Social, spatial and economic; the shopping mall as a sanctuary of consumer culture; marketing and publicity system; consumers behavior; war for the survival of commercial centers; shopping mall tourism; “return to the simple life;” social organizations against shopping as a way of life; commercialization of the rural space; policy towards commercialization and its significance; decision-making process by the planning authorities.

Society and Environment Relationships: Demographics, the first world and the third world, immigration, foreign workers, globalization, urbanization processes, settlement patterns, ecology and the environment.

Research Methods: Qualitative Research Methods, Statistics, Research Methods.

Global population distribution: Migration, core area vs. margins, population distribution policy and its social and special effects. North America, China Europe and Israel.

11. Miscellaneous

Scholarly Positions and Activities

- Member of Joint Research: Center and Periphery in Poland and in Israel: Multiple researchers - Bar-Ilan University and Poland University, 2017-current.
- Member, Israeli Sociology Society, 2009-current
- Member, Forum Deshe (image of the nation, an environmental NGO umbrella group serving on planning commissions), 1999-2001.
- Member, Preservation of Buildings and Settlement Sites and the Society for the Preservation of Nature in Israel, 1999-current.
- Member, Adam, Teva and Din (Israel's Environmental Defense Foundation), 1998-current.
- Member, Israeli Geographical Society, 1997-current

Research Workshops

- "The rural space – Challenges". Regional Council Center. January 2019
- "Israel 100 – Strategic spatial planning for Israel towards 2048. Technion, Israel Institute of Technology. July 2018.
- Member of Joint Research: Center and Periphery in Poland and in Israel: Multiple researchers - Bar-Ilan University and Poland University. 2017-current

Contribution towards positioning the collage as a Green Campus

- The course "Open Spaces: Social and Spatial Aspects" has been basically approved by the Ministry of Environmental Protection as a Green Course, one step towards the recognition of the collage as a Green Campus.
- Academic concentration of Consumerism and Environment in academic year 2014. During this year subject-related practical activity has been conducted in five elementary schools in Acre in full coordination with the city's Directory of Education. As part of the preparations for this activity I taught the subject to students
- of the "Sherry Blair" program and trained them to conduct the activity in the schools. The activity has also been advertised on the collage's information booklet.

Colloquium Talks and other Invited lectures

1. *Western Galilee College*: March 2021. "Changes in the interaction between the rural area and the cities of the periphery in Israel". " The Ivory Tower is not sleeping".
2. Ministry of Education (Israel), *February 2021, Dalit El Carmel School*, "Consumption Society and Environment".
3. *Technion, Israel Institute of Technology: Applied master's degree program- Rural Space*: March 2020 "The Rural Area: Agriculture and Open Spaces".
4. *Western Galilee College*: September 2019. "The Galilee-Demographic Balance Policy and Plans". Hatikva Haisraelit.
5. *Technion, Israel Institute of Technology: Applied master's degree program- Rural Space*: March 2019 "The Rural Space and the peripheral city".
6. *Technion, Israel Institute of Technology: Applied master's degree program- Rural Space* March 2018 "The Rural Space and the city: Conditions for cooperation".
7. *Technion, Israel Institute of Technology: Applied master's degree program- Rural Space*: March 2017 "Changes in Rural Areas"

8. *Technion, Israel Institute of Technology: Applied master's degree program- Rural Space*: May 2016 "The Rural Space – Where are the villages headed?"
9. *Technion, Israel Institute of Technology: Applied master's degree program- Rural Space*: February 2015 "Development of rural areas"
10. *Technion, Israel Institute of Technology: Applied master's degree program- Rural Space*: March 2014, "From safeguarding to preservation: Social spatial aspects in managing agricultural land and open spaces"
11. Ministry of Education (Israel), *supervision of teaching geography, summer conference Geography man and environment, June 2012 Weizmann institute*, "social sustainability".
12. *Regional School for Teachers and Educators Continuing Education Programs, Regional Educational Center Haifa, June 2012* "Agriculture land: From preservation towards reservation". (2 lecturers)
13. *Regional School for Teachers and Educators Continuing Education Programs, Regional Educational Center Haifa, March 2009*, "Open Spaces: Spatial and Social Planning Aspects". (2 lecturers).
14. *Local television, Ramot Alon – Haifa. Broadcast on the local channel throughout Israel during March 2008* "Consumer culture in Haifa". Interview 60 Min. (also available on video).
15. *Sociology and Anthropology Department Seminar (Stuff) Western Galilee Academic College, March 2008*, "The Mall as a Temple of the Consumption Culture: Decisions of planning authorities".
16. *Sociology and Anthropology Department Seminar (Stuff) Western Galilee Academic College, May 2008*, "Planning Comities Policy towards the Rural Space and the Open Space in the Northern Periphery".
17. *Regional School for Teachers and Educators Continuing Education Programs, Regional Educational Center Haifa, April 2006*, "I Shop Therefore I am - Culture Consumption Characteristics". (2 lecturers).
18. *Regional School for Teachers and Educators Continuing Education Programs, Regional Educational Center Haifa, December 2005*, "Planning and Politics in Israel". (2 lecturers).
19. *Graduate Student Seminar of the Department of Geography and Environment studies, University of Haifa, Israel, May 2005*, "Open Space Policy in Israel and the Rural Idyll".
20. *Graduate Student Seminar of the Department of Israel Studies, University of Haifa, Israel, April 2003*, "Shopping Malls or Open Spaces".
21. *Graduate Student Colloquium Technion – Israel Institute for Technology, Faculty of Architecture and Planning, May 2002*, "The Grand Kanyon: Shopping Mall in Wadi Rhoshmiea Planning Decision and its Meaning".
22. *Graduate Student Seminar of the Department of Geography, University of Haifa, Israel, April 2002*, "Retail Commerce and Open Space".
23. *Graduate Student Colloquium Technion – Israel Institute for Technology, Faculty of Architecture and Planning, May 2000*, "Haifa: Mall and another Mall – Planning Control?".
24. *Ort Carmiel Secondary School-The Quality of the Environment April, 2001*, "Carmiel Master Plan 2020".
25. *Regional School for Teachers and Educators Continuing Education Programs, Regional Educational Center Haifa, February 2000*, "Changes in Land Use Planning in Haifa".
26. *Undergraduate Course: The Geography of the Galilee, Department of Geography, University of Haifa, February 1999*, "The Galilee as a Mirror of its Development Plans: Past, Present and Future".
27. *Community Center Bet Nagller - Keriati Haim, Geography Amateur Forum, February 1999*, "Development Planning for the Negev, the southern part of Israel, on the Year 2000". (2 lecturers).

28. *Community Center Bet Nagler, Keriya Haim*, Geography amateur Forum, January 1999, "Open Spaces, Quality of the Environment and Tourism in the Negev - Planning Conflicts?". (2 lecturers)
29. *Undergraduate Course: Tourism Planning*, Department of Geography, University of Haifa, Israel, March 1998, "Planning and Building Law in Israel: Goals, Plans, and Planning Committees – Planning Meaning".
30. *Community Center Bet Nagler, Keryat Haim*, Geography Amateur Forum, March 1998, "The Essence of Planning and its Principles". (2 lecturers)
31. *Community Center Bet Nagler, Keryat Haim*, Geography Amateur Forum, February 1998, "The Northern Israel's Coastal Plane – Geography Changes". (3 lecturers)
32. *The Administration College – Unit for Continuing Education for Personnel Services and Curriculum Development*, Tel Aviv, February 1998, "Road Number 6 –Trans -National Highway: Its Goals and its Spatial, Social and Economic Impacts". (3 lecturers)
33. *The Administration College – Unit for Continuing Education for Personnel Services and Curriculum Development*, Tel Aviv, February 1998, "Master Plan for Israel through the year 2020". (3 lecturers)
34. *The Administration College – Unit for Continuing Education for Personnel Services and Curriculum Development*, Tel Aviv, February 1998, "National Statutory Plan 31- Urban Development Plans to: Tel-Aviv Metropolitan Area, Haifa Metropolitan Area, Beer Sheba Metropolitan Area, and Jerusalem". (4 lecturers)
35. *The Administration College – Unit for Continuing Education for Personnel Services and Curriculum Development*, Tel Aviv, February 1998, "The Planning System in Israel: The Law, the Plans and the Planning Committees". (4 lecturers).
36. *Community Center Bet Nagler, Keryat Haim*, Geography amateur Forum, February 1997, "Road Number 6 - Preferences and Disadvantages, Spatial Social Analysis". (2 lecturers)
37. *Community Center Bet Nagler, Keryat Haim*, Geography amateur Forum, January 1997, "Master Plan for Israel in the year 2020: The Open Space Perception ". (2 lecturers)
38. *Electricity Company Union, Northern Region*, Geography amateur Forum, June 1996, "Changes in the Urban Area in Haifa". (4 lecturers)

12. Academic Profile

My professional philosophy combines research work and teaching with practical work in the field. Concomitant with my teaching and research I was active in a wide range of spheres. The practical professional knowledge I acquired in the field added to and enhanced my theoretical knowledge. Interesting and diverse meeting points were created that enriched the teaching and research dimension.

My areas of interest and specialization are varied (as is evident from the broad range of courses I teach). Yet all of these spheres have a shared thread – reciprocal relations between man/society and environment (not only in terms of ecological environment, but also in the broad, meaning of the word). Thus, for example I find interest in everything related to Sustainability, demographics, immigration, changes in residential models and ecology, the first world and the third world, consumer culture, center and periphery, open spaces, planning policy....

Another sphere that I find highly interesting related to the management of space (land use) and its implications on the society in Israel. The decision-making process in planning authorities (part of a broader issue related to politics and planning), and its spatial and social expressions. The area of research regarding this sphere is reflected in my content analysis of the minutes of planning committees and in-depth interviews with decision makers.

This sphere connects to my teaching and research areas: social urban planning, national planning policy and politics: social expression from, open spaces: social aspects and management, consumer culture and cities in change towards sustainable cities. My field experience in planning contribute a lot to my teaching.

Open spaces and changes in the rural space that were the focus of my doctoral thesis continue to interest me. Open spaces – their importance, management and threats to their existence – are part of the global agenda (Agenda 21). In Israel, awareness of this issue has increased since the influx of immigrants from the Former Soviet Union in 1989 among institutional bodies, the planning system and the public. In fact, one can speak of a revolution in Israel in terms of changes in the rural space (social, ideological, economic). Land reform will mark the beginning of a new chapter in this issue.

"The Rural Idyll and the Open Spaces Policy in Israel: Attitudes of the Jewish Sector in the North Region" is a very important and unique research that led to rethinking about Rural Settlements, Rural Lifestyle and the importance of Public participation in planning and development of rural space.

The face of the rural area in the developed world is changing, resulting in shifts in its residents and image. This is an important factor in setting policies, since the question raised is: what is the idyll we wish to preserve/encourage? In Israel, a similar process is under way. Its rural space, once shaped by a clear ideological approach - is changing and new definitions are offered for it, such as 'open rural landscape', however their meanings are ambiguous.

The research objectives are:

Examining the attitudes of the residents of rural settlements: kibbutzim, moshavim (villages), and community settlements in the North of Israel, with regard to the characteristics of the area, changes occurring both in reality and in their perception of the idyll of the rural image, and in importance of open spaces and agricultural land.

Examining to what extent the policy of the planning authorities regarding the open spaces in the Northern region, as expressed in the regional town plan (TAMAM 2, correction 9), conveys the attitudes of residents of the rural sector.

The main research questions:

- Is the concept at the core of the rural idyll, as perceived by the veteran residents, a 'romantic concept', the center of which is the agricultural land and its cultivation, whereas the new settlers (middle class that came to the rural area) are guided by an economic materialistic approach that views the countryside as an idyll place to live in from the physical aspect? In other words, are the residents of the rural area more romantic or materialistic?
- Is the 'rural idyll' concept based on physical elements rather than on (relative advantages of space, open and green area, air quality, accessibility, calm, organizational belonging) social elements (community, mutual aid, volunteering). That is, are the residents of the rural area more materialistic or more community-oriented?

The importance of the research is in the new approach it offers for considering the changes in the Israeli countryside and the rural idyll by looking at them through the 'eyes' of its residents in a comprehensive manner. This approach is different from most of the studies presented in the literature, which focus on analysis of the attitudes of decision makers towards desirable planning for the rural area and its residents, and from studies that focus on one dimension of change in the rural area.

The approach adopted by this study enables in-depth examination of the various attitudes of residents along different ideological and administrative regional divisions and social textures in the rural area, with respect of the main pillars on which the rural space in Israel was founded, including the changes occurring in it in the context of agricultural lands, open spaces, and the desirable image of the countryside. This comprehensive examination allows a comparison to Western Europe and the United States.

The research methodology incorporates quantitative and qualitative techniques. The main elements are an attitudes survey of residents of rural settlements in the Northern region using a post-mailed questionnaire, which constitutes a direct source of information, and analysis of the regional plan for the Northern region that reflects the planning policy. The criteria for deciding the nature of the sample - the 'backbone' of the study, include: variance of settlement type, settlement tenure, and its physical

developmental status (i.e. includes expansion or not). The sample comprised 1200 residents from 24 rural settlements that differ from each other geographically, socially, economically, and ideologically. In actuality, the sample numbers 663 residents (55.25% response). The survey was the main research element and primary source for examining the study questions. It includes various thematic questions and 72 sayings that refer to physical elements, changes the rural area is undergoing, the desirable image - 'rural idyll', agricultural land, open spaces, public participation, and more. Its second part concerns the attributes of the rural population in the Northern region.

The analysis of the attitudes of the residents was done by associating the single settlement to a system of different thematic categories such as settlements undergoing expansion, long-established settlements, etc.

As a result of this research I wrote an article, trained students and stakeholders in the rural space and created new academic courses.

This research also led to a wide discourse of the meaning of the "Rural" and "Rural Idyll" in academic and professional forums and in rural settlements.

As an outcome of my expertise I participate in the academic discourse of this field as a member of the Round Table for the Changing Rural Space.

In 2014 I submitted a research proposal titled "The subjective perception of the rural space future image: conflicts between the authorities and the community" to the Chief Scientist of the Ministry of Agriculture and Rural Development. The proposal won the third place in total score and received very good opinions by the judges.

In addition, in the last three years I've been investigating the interrelationship between the rural space and the cities in the periphery of Israel. The research has been funded by the Chief Scientist of the Ministry of Agriculture and Rural Development. Some of the research findings show that new conditions that allow for various collaborations between neighboring rural and urban local authorities were created. These collaborations are based on the understanding that there are common interests between the authorities, and hence there is a basis for joint ventures between them and for the interrelationships between their residents. The change in the perception of rural space and its place in regional systems was examined in four case studies in peripheral areas in the north and south of the country. As part of these studies, interviews were held with officials in the rural and urban authorities, and surveys among the residents of the rural area have been analyzed.

Shopping Malls as Competition to Central Business Districts: Views Taken by Planning Authorities in Haifa 1958-1994. This research was most revolutionary at its time because no research had been undertaken in Israel on the views of planning authorities towards the construction of shopping malls until then.

Two essential issues rose from the focus of this study:

1. Do planning authorities have planning control regarding the establishment, location, and influence of the shopping centers over the urban system?
2. Do planning authorities consider the possible derogation of the central business districts (CBD) or other commercial areas in the city in the approval process of shopping malls?

The research methods include elements from different fields: law, planning and geography, in accordance with the: Haifa master plans of the malls, minutes of the local and regional planning committees, personal interviews with decision-makers and others involved in the process.

This research was chosen to be "The University of Haifa Thesis of Excellence" to year 1996. It led to the deep understanding that the influence of shopping centers' establishment on the trading fabric of the city must be taken into consideration. Over the years I widened the discourse of this subject to the fields of consumerism and social sustainability, and further exposed it in articles, synchronic lectures, conferences, interviews to the press, study films and newly created academic courses. One of these articles was chosen to be a compulsory article for the "bagrut" examination in geography in 2014. Due to this broad exposure I was chosen to

participate in the "Education in Sustainability" program by the Ministry of Education. Throughout this program I guided teachers about these matters in relation to children consumerism. I also raised awareness to the subject of financial literacy and wise

consumerism as a member of the Ministry of Education's professional committee for geography education.

I consider teaching and development of new courses in our collage to be a privilege and an errand since it is an opportunity to strengthen the population of the northern periphery. Thus, among the theoretical studies, I find it essential to provide the students with applicative tools that can help them once they graduate.

Future plans

- Publications and conferences in light of the research for the Chief Scientist of the Ministry of Agriculture and Rural Development.
- Promotion of sustainability in the collage.
- Writing an article about consumerism.

Publications

Shaul Yardena, Ph.D.

Research Institute

Member of the Academic Institute for the Study of Druze Society and Culture (since July 2021).

A. Chapter in Book

1. Sofer, M., Applebaum, L., Amit-cohen, I., Shaul, Y. Cohen, R. (2021). "Changing Urban-Rural Relations In Isael's Periphery", In: The Routledge Handbook Of Small Towns, Banski, J (ed), Routledge Taylor and Fracis Group.

הספר אמור לצאת בשבוע הבא ואז אוכל להוסיף את מספרי העמודים.

B. Book Editor

2. Soffer, A., Shaul, Y. (1996). "Land of Israel – Geography of the country and its Region". Jerusalem. The Hebrew University.

C. Book Review

3. Shaul, Y. (2010). Review of Qualitative GIS: A Mixed Methods Approach. Edited by Meghan Cope and Sarah Elwood. London: Sage Publishing. *Geography Research Forum*, 30, 168-186.

D. Articles in Refereed Journals

4. Shaul, Y. (2012). "Rural Idyll: The Attitudes of the Jewish Rural Settlements in the Northern District". *Horizons in Geography* 81-82, Special edition "Changes in Rural Area" pp. 208-229 (Hebrew).
5. Shaul, Y. (2002). "Kanyon (mall) in the Canyon: the construction of the big mall in Wadi Rashmiya", *Iyunim*, No. 2, Haifa: Department of Natural Resources, Faculty of Social Sciences, University of Haifa, pp. 123-136, (Hebrew).

E. Referee and Reviewer

6. Referee of a research proposal for the Chief Scientist of the Ministry of Agriculture and Rural Development as a part of 2018 call for research (May 2107). Topic: Survival and development of the family agricultural farm: Characterization, Factors and Implications.
7. *Journal of Urban and Regional Analysis* (2016) - "Impact of the Locations of Small Towns in Mazovia (Poland) on their Socio-Economic Structure and on the Role in Relation to Neighboring Rural Areas"
8. *Horizons in Geography* 2016 (Hebrew). "Organizing Agricultural farms in Israel – Characteristics success factors and challenges for the future"

F. Research Reports:

9. Shaul, Y. 2017. Urban Development on Open Spaces – The case of Shfaram. The Jezreel Valley Regional Council.
10. Shaul, Y. ed. 2002, Master Plan for Carmiel Industrial Area, Government Ministry of Commerce and Industry, 2002. 47 pages.
11. Shaul, Y. 2001, Purchasing Patterns in Food Centers: Super Center Chuzot HaMifratz., Super Center Big and Mega, Chuzot HaMifratz Inc. 53 pages.
12. Shaul, Y. 1999, Metropolitan Haifa: Geographical Booklet, Working Papers for High School Geography Teachers, Ministry of Education and Culture. pp. 19-21.

13. Dynamic Master Plan for the City of Ashkelon, Final Report: Principles, Guidelines and Policy, February 2001, coastal zone, open space, environmental standards and visual landscape chapters 4.7-4.10 pp. 78-106, Svivot Tichnon Inc.
14. Dynamic Master Plan for the City of Ashkelon, Report 3: Neighborhood Policy Guidelines, April 2000, environmental team consultant, Svivot Tichnon Inc.
15. Dynamic Master Plan for the City of Ashkelon, Report 2: General Policy Guidelines, October 1999, environmental standards, coastline and open space chapters, Svivot Tichnon Inc.
16. Dynamic Master Plan for the City of Ashkelon, Report 1: Trends and Problems, December 1998, environmental assessment chapters, Svivot Tichnon Inc.
17. Shopping Malls as Competition to Central Business Districts: Views Taken By Planning Authorities in Haifa 1958-1994. 1998. Catalog of Research on Municipal Issues. Lottery Found.
18. "Field Course in Planning and Development: Safad", with Shmueli, D. (Instructor), October 1995, 91 pages.
19. Programme for Kibbutz Yagur, Sivvot Tichnun Inc. 1994.

G. None refereed publication

20. Shaul, Y. (2002). "City within a Mall" *Panim – Journal for Culture, Education and Society*, No. 21, Israeli Teachers Union, 99-106.

21. Other Works Connected with my Scholarly Field

My article entitled "City within a Mall" was chosen in February 2015 by the Ministry of Education's chief superintendent for Hebrew language teaching in secondary schools as the focus of a unit to teach about the mall culture, and was published on the website for Hebrew language teaching supervision.

My article entitled "City within a Mall" was selected as an article on the matriculation examination for pupils majoring in geography in 2014.

Media Interviews

North Radio, March 2016. Periphery and Center in Israel (20 minutes)

Local television, Ramot Alon – Haifa. Broadcast on the local channel

Throughout Israel during March 2008 "Consumer culture in Haifa". Interview 60 Min. (Also available on video).

Study films

Culture of consumption characteristics, (Synchronous Lecture). February 2013, Educational Technology Center, Tel-Aviv.

"Consumerism Society and Environment" May 2001, *Academi Actuali*, Haifa: University of Haifa, video.

Interviews and Articles in the Press

Interview for the "*Time Out Tel Aviv*" – for article written by Guy Farhi: From Tel Aviv to TLV". June 2017.

Interview for "*Haaretz*" for article written by Innes Elias "Why Does Mizrahi Jews buy more?" May 2017.

Shaul, Y. (February 2016) "Israel's periphery needs to be addressed at its core", Article in the NRG online news <http://www.nrg.co.il/online/13/ART2/762/492.html?hp=13&cat=138>

Shaul, Y. (12.3.2000). "Struggle for Survival in Haifa", *HaAretz*, Real Estate Review, page 2.