

ABSTRACT

Problems of rural development are influenced by changes in perception and conception of rural areas in developed countries, there is paradigm shift within the theory. It is reflected into the policy of single countries and into the structural policy of EU on the global level. Differentiated rural space requires differentiated approach in the form of local development which is based on endogenous potential. Activity and initiative of local human resources – human capital and especially social capital is able to cause differentiated development of rural areas. This thesis tries to confirm the relation between quality of human resources and level of rural development on the example of czech rural municipalities.

Key words: local rural development, regional policy, human resources, human capital, social capital, endogenous potential