

ABSTRACT

This bachelor thesis focuses on endogenous, inner, potential of development in the model area of region of Český Krumlov. Inner potential of development of any area came to the fore of experts before few years and nowadays it is very important also in creating of integrated development strategy. The quality of social and human capital is considered indicator of inner potential of development. The major part of this thesis is an analysis of the quality of social and human capital. The analysis and discussion preceded to the survey, which was carried out by questionnaire. Possibilities how to support the formation of social and human capital in the Český Krumlov region were discussed on the basis of the results of the survey. Because one of the biggest problem in this region was ignorance of the languages, the suggestions were aimed to improve this knowledge and to improve the quality of education.

Key words: *endogenous potential of development, regional development, social capital, human capital, Český Krumlov region*