

ABSTRACT

Theme that I dealt in my dissertation with, concerns of my hometown Otrokovice and also to the region in which the city is located. Describes the development and building of this place, and especially of city districts Bat'ov, which took place here in the 20th and 30 the last century. Under the leadership of brothers Tomas and Jan Antonín Bata here arose ideal industrial town, the only of its kind in the country. This is not question just about new town plan, but also a new type of labor and social relations. In my work I deal with not only the sociological impact of this process on indigenous peoples but also a new way of educating young people, the concept of discipline and the phenomenon of collective consciousness. I also asked myself about the sustainable development of Down Otrokovice to the environmental and economic, and their possible future. There is also a comparison with the nearby Zlin, where Bata began the process of transforming. Mentioned town is still the center of the region and tradition bearers of this system.