

Abstract

This diploma thesis researches which activities state cities in their strategic or action plans. In the thesis is tested if these activities correspond with questions solved in analytical parts, especially SWOT analyzes. Selected cities are: Hodonín, Krnov, Nový Jičín, Sokolov, Havlíčkův Brod, Klatovy, Jindřichův Hradec, Žďár nad Sázavou, Brandýs nad Labem – Stará Boleslav, Otrokovice, Bílina, Rakovník, Dvůr Králové nad Labem, Česká Třebová and Varnsdorf.

The main method used in this diploma thesis is the in-depth analysis of strategic and action plans. On the basis this method was found that the activities mostly correspond to the analytical part. But preferentially are realised projects, for which can be used funding from grants, some cities state it directly in their strategic documents. The researching cities focus on the transport, the public administration and the communication with the public and the recreation and the tourism. By contrast, neglected areas are health services, the environment and the culture. Based on the focus of their strategic plans, cities were divided into four groups, these groups were then tested on effects of various factors. Tested factors are the location and the author, nor one of them has been confirmed statistically significant influence on the orientation of cities, or their inclusion in groups.

The most targeted cities were evaluated from perspective development, it was explored whether cities are planning developing or non developing activities. The analysis revealed that cities mostly plan non developing activities.

Key words

Strategic planning - strategic plan - action plan - regional development - external factors - internal factors