

## **Abstract**

The rural environment and its issues have become a center of interest in regional development quite recently. Due to its complex transformation over the last few decades, it must be cared for and developed further so that it can be enjoyed by future generations as well. Rural development should therefore be a complex process, focused on all the rural components that make it. To properly target rural development, it is necessary to identify the key factors that can make development possible. The identification of key development factors is closely related to development agents. Without development agents and their cooperation at all levels, it is very difficult to achieve effective and successful rural development. Development in municipalities is also influenced by the geographical location of municipalities and their distance from the regional center. The problems of municipalities are enhanced by its size. The smaller the village, the bigger the problem and the more complicated the development. For small municipalities it may be crucial to draw on development from their own resources, which are human and social capital. These soft factors of development have been in the forefront of interest in recent years, and the leading world.

## **Key words**

Countryside, rural development, human capital, social capital, development factors.