

This thesis deals with the topic of strategic planning and rural development. The target of research was a Local Action Group Landscape of my Heart. The aim of the dissertation was to evaluate the efficiency of the Strategic plan LEADER for the period 2007–2013. The analytical section is divided into two parts. Through a qualitative research – a standardized observation of indicators of development potential of settlements – it was found, that the selected variables (especially value of grants invested in the municipality) had a negligible effect on the aesthetic appearance of villages. The second part of the analysis was performed using a quantitative method. Analysis of the statistical indicators of development found no correlation with the above evaluation of these indicators for the chosen variables. The selected research methods didn't prove noticeable efficiency of the strategic plan LEADER.