

## **Abstract**

Nowadays, there is quite a lot of attention dedicated to strategic planning in Czechia. This process is ended by a document which should indicate the direction of the area's development. A strategic plan is the document of a territorial development which is processed by municipalities and regions. To be able to fulfill the purpose of the strategic plan, it is necessary to use the document — which means to put projects approved in the document into practice. The strategic plan is processed in two basic ways — community method of processing and expert method of processing. The main purpose of this writing is to identify if one of these methods leads to a better success rate of the document. The success rate is indicated by the bigger amount of implemented projects or activities and also by a positive change in defined area which could not be possible to achieve with no strategic plan. The principal hypothesis is that community method of processing leads to the better success rate of the document. This hypothesis is based on concepts of social and human capital as well as on social networks which underline cooperation and the ability of consensus. Another no less important feature is the concept of governance because it stresses that citizens are involved in governance and their opinions matter. Additionally, one of the general characteristics is explicitness of the whole process to strategic planning.

This diploma thesis is primarily focused on interviews with vice-mayors of 4 chosen towns. Two of these towns have the strategic plan with the predominance of community method of processing while other two have strategic documents with the predominance of expert method of processing. On the basis of these interviews it was found that the method of processing did not affect the success rate of strategic plans. Both methods of processing have one more successful strategic plan and one less successful one. In these particular cases, political stability played a much more important role due to significant or common changes caused by municipality elections which negatively influenced the using of strategic plans.