

Quality of life in the Czech countryside in times of economic turbulence and possibilities of innovative approach.

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In the course of the twentieth century, the Czech countryside coped with a number of economic crises with significant social impacts. The economic, political and social changes after 1989, the division of the Czechoslovak Republic in 1992 and the accession to the European Union in 2004 created a different framework for rural development. The countryside has always represented a diverse territory and even the current Czech countryside is not homogeneous. In addition to objective assumptions such as geographical location, natural conditions, transport accessibility, socio-demographic structure of the territory and other factors, the quality of life in municipalities is also affected by soft factors such as cooperation between people and the activity of representatives of regional and local administration. After the accession of the Czech Republic to the European Union, in addition to local and regional initiatives, projects supported by EU funds appeared. They support not only rural development at national level, but also cross-border cooperation. In particular, the LEADER initiative has had a significant impact on the formation of cooperation in rural areas. The paper is based on statistical data and is supplemented by examples of good practice in different geographical conditions of rural municipalities in the Czech Republic. It deals with the opportunities that are offered in rural society and the barriers to the development of civic initiatives.