

Mendel University in Brno

Faculty of Regional Development and International Studies



DIPLOMA THESIS

Assessment of quality of life and public services in Bučovice

Supervisor:

PhDr. Mgr. Josef Smolík, Ph.D.

Author:

Bc. Kateřina Machálková

Brno 2015

Tento list bude nahrazen zadáním

Declaration

I declare that I carried out this thesis independently, and only with the cited sources, literature and other professional sources.

I agree that my work will be published in accordance with Section 47b of Act No. 111/1998 Coll. on Higher Education as amended thereafter and in accordance with the Guidelines on Publishing University Student Theses.

I understand that my work relates to the rights and obligations under the Act No. 121/2000 Coll., the Copyright Act, as amended, in particular the fact that Mendel University in Brno has the right to conclude a license agreement on the use of this work as a school work pursuant to Section 60 paragraph 1 of the Copyright Act.

Before closing a license agreement on the use of my thesis with another person (subject) I undertake to request for a written statement of the university that the license agreement in question is not in conflict with the legitimate interests of the university, and undertake to pay any contribution, if eligible, to the costs associated with the creation of the thesis, up to their actual amount.

In Brno, May, 2015

.....

Bc. Kateřina Machálková

ACKNOWLEDGMENT

I would like to thank very much to PhDr. Mgr. Josef Smolík, Ph.D., for his recommendations, advice and patience. I would also like to thank all the respondents who were willing to give me the necessary information and I also express sincere thanks to Ing. Ludmila Hejdová for language corrections.

Abstract

Machálková, K. Assessment of quality of life and public services in Bučovice. Diploma thesis. Brno, 2015.

The objective of this diploma thesis is to „Assess the quality of life and public services in Bučovice“. The theoretical part is based on general information about the term “quality of life” and its assessment. The practical part focuses on respondent’s satisfaction with living in the town. On the basis of the survey, practical recommendations that should help to improve the quality of life in Bučovice were defined for the town council.

Keywords: Quality of life, questionnaire, well-being, environment

Abstrakt

Cílem této diplomové práce je „Posouzení kvality života a spokojenost s veřejnými službami ve města Bučovice“. Teoretická část je založena na základních informacích o termínu „kvality života“ a jeho posouzení. Praktická část je zaměřená na průzkum spokojenosti života respondentů ve vybraném městě. Na základě průzkumu byla definována praktická doporučení pro zastupitelstvo obce, které by mělo zlepšit kvalitu života ve městě Bučovice.

Klíčová slova: Kvalita života, dotazník, blahobyt, prostředí

Content

| | |
|--|----|
| 1 Introduction..... | 8 |
| 2 Aims of the study and the chosen methodology | 10 |
| 2.1 Aim of the study | 10 |
| 2.2 Chosen methodology | 10 |
| 3 Quality of life..... | 11 |
| 3.1 Definition of quality of life | 11 |
| 3.2 Dimensions of quality of life | 15 |
| 3.3 Theoretical definition of public amenities and public services | 18 |
| 3.3.1 Division of public amenities | 19 |
| 3.4 Social capital and regional development | 20 |
| 3.5 The definition of a municipality | 22 |
| 3.6 SWOT analysis | 22 |
| 3.7 Social research | 23 |
| 3.7.1 Structure and strategy research | 23 |
| 3.7.2 Methods of collecting research data | 25 |
| 4 Analysis of socio-economic conditions | 29 |
| 4.1 Historical development of the area and current state..... | 29 |
| 4.2 Physical-geographical characteristics | 31 |
| 4.3 Population | 31 |
| 4.4 Economic activity, unemployment | 32 |
| 4.5 Traffic | 34 |
| 4.6 Amenities | 34 |
| 4.7 Environment..... | 35 |

| | |
|---|----|
| 4.8 Safety | 35 |
| 4.9 Self-government..... | 36 |
| 4.10 SWOT analysis, characteristic | 39 |
| 5 Evaluation of the questionnaire | 40 |
| 5.1 Results of the questionnaire survey | 41 |
| 6 Discussion..... | 55 |
| 7 Conclusion | 57 |
| 7.1. Recommendation for town council..... | 59 |
| 7.2 Comparison of recommendations for Town Council with Development plan of Bučovice | 61 |
| 8 List of References | 62 |
| List of Abbreviations | 66 |
| List of Figures | 66 |
| List of Graphs | 66 |
| List of Tables | 67 |
| List of Appendixes..... | 67 |

1 Introduction

For each municipality it is important to satisfy its residents housing needs. Every municipality tries to focus on necessary changes, the improvement of services and the development of public amenities. It also strengthens the competitiveness and attractiveness of the town or village and provides a better life for its inhabitants.

The author has chosen the theme „Assessment of quality of life and public services in Bučovice”, especially for the importance of amenities in everyone's life. Bučovice is considered as a town with a high level of life quality especially thanks to the beautiful surrounding countryside, excellent transport links and good amenities. This thesis evaluates the satisfaction of residents living in Bučovice with the quality of life and their satisfaction with public services. The respondents are permanent residents living in this town.

The work consists of two parts. In the first part there is relevant scientific literature processed and a brief description of Bučovice. In the second practical part, there are results of a survey of satisfaction of the inhabitants with amenities and services. Based on the survey results were processed as well as proposals for the use of the results in practice, which the municipality can use to improve the quality of services and the development of public facilities.

Especially in recent years, in literature, there have been various theories about the concept of quality of life, which is dedicated to many disciplines. In this diploma thesis mainly scientific field of sociology is considered, because it combines the concept of quality of life, lifestyle as well as needs and satisfaction of the population in the selected area. Recently, the interest turns not on the intangible side but on the subjective view.

Satisfaction and quality of life is clearly affected by availability of services. Availability of various shops, access to education, health care, transport, public amenities, e.g. Czech Post office, library, sewer system, gas, internet and television connection. We can also mention sporting and cultural activities, abundance of greenery, clean surroundings etc.

Based on the results obtained from the questionnaire a concrete measure, which may lead to improvement satisfaction of local residents with the quality of life was designed. The

thesis can be a beneficial resource for the Town Council of Bučovice and for the inhabitants, the information presented here may also draw attention of potential buyers of housing, investors and entrepreneurs who intend to implement their business plans at this location.

2 Aims of the study and the chosen methodology

2.1 Aim of the study

The main aim of the thesis is to analyse and evaluate the quality of life of the inhabitants in the town of Bučovice. The objective will be met through the following sub-goals:

- definition of the term „quality of life”
- analysis of socio-economic conditions in Bučovice with SWOT analysis
- evaluation of the questionnaire focused on the citizens of the town and their view on the issue of quality of life

2.2 Chosen methodology

The relevant literature and documents relating to the quality of life, were properly studied in order to develop the theoretical part.

In the first part there are definitions of basic terms. In the second part, there is the area of research defined. The following section presents a brief history of Bučovice and its socio-economic conditions. Attention is also paid to population, unemployment, socio-economic conditions of the analysis (transport, housing, public amenities). In this work Internet resources were used, for instance, the official website of the town, the Czech Statistical Office (CSO) and the Ministry of Labour and Social Affairs (MLSA).

The Practical part of the work is based on a questionnaire survey. The Research was conducted in February and March 2015 and was targeted at randomly selected residents of the town of Bučovice, regardless their age, sex, education or social status. A total of 430 questionnaires were distributed, 408 of them were returned. No questionnaires were excluded for failure.

Tables and graphs were processed in Microsoft Excel, writing and editing in Microsoft Word. The data sources and used literature are stated in the list of references.

Analysis of the current state of satisfaction with the quality of life through sub-objectives:

- determine the level of satisfaction with living in the municipality,
- determine satisfaction with the work of the Town Council in Bučovice and representatives of the municipality.

3 Quality of life

3.1 Definition of quality of life

Historically, the concept of quality of life has undergone various interpretations. It involves personal experience, perceptions and beliefs, attitudes concerning philosophical, cultural, spiritual, psychological, political, and financial aspects of everyday living. Quality of life is used to describe not only individuals wellbeing but wellbeing of societies (Costanza R, Fisher B. Ali S, et al., 2007).

The concept of quality of life first appeared in the distant past, in Greek and Roman mythology and was associated with the figure of Aesculap, Asclepius (Vařurov, 2006).

Pigou mentioned the history of the first term „quality of life” in 1920 in the work *Dealing with the Economy and Social Security*. In his research he examined the impact of state aid for the underprivileged layers. He never achieved acclaim. The concept of quality of life was re-discovered after World War II and put into policy by the US Presidents John F. Kennedy and L. B. Johnson (Vařurov, Mhlpachr 2005).

Řehulkov (2008) in her book states that quality of life is a concept which has been lately very frequent subject of a research or interpretive starting point for a variety of problems. This term is used in many fields such as medicine, psychology, education, sociology, etc.

According to Mořn, I. (2002) quality of life is sometimes connected with well-being, welfare. Social psychology focuses on an individual experiencing feelings of well-being, which is close to the term of satisfaction. Some economists believe the GDP indicator is an indicator of the quality of life, indicating that a society with less possibility of consumption will have lower quality of life, and those who have a greater opportunity of consumption have a better quality of life. On the other hand the quality of life is seen as real utilization of usable space.

Although it is not easy to measure satisfaction, its measurement is, in many spheres, very useful. Surveys of satisfaction are used to obtain feedback on whether citizens are satisfied with the different factors such is life in home, with a functioning democracy, with the

political situation, with personal life, the living conditions in the place of residence, etc. (Půček, 2005).

Holas states that the definition of quality of life is based on Maslow's theory of needs, thus fulfilling the basic physiological needs (saturation, sleep) is a prerequisite update and meet the needs of more subtle (safety, proximity to others, self-esteem).

The quality of life of individuals or families is usually seen as the culture of lifestyle, education level or intensity of the work performed. Quality of life is also associated with the issue of the meaning of life, health or life satisfaction. We may refer to non-economic values of quality of life, such as peace, closeness to nature, space, sense of security, as well as transportation (roads, railways) and communication (telephone, internet, mail), which are particularly in rural areas relevant and significantly affect the residential satisfaction and decisions about moving. These and many other attributes of quality of life are called services in the public interest (Kubátová, 2010).

Studying the quality of life undergoes its rise especially in the last twenty years. It means finding and identifying factors that contribute to a good and meaningful life and a sense of human happiness (Payne, 2005).

WHO defines quality of life as people's perceptions and their vital positions in the context of culture and value systems in which people live in relation to its objectives, expectations, lifestyle and interests.

Andráško, I. (2013) in his book *Quality of life* mentions the characteristics relating to quality of life. Human life is formed by many varied components. We can mention interpersonal relationships, quality of housing, way of spending leisure time, employment. Quality of life is based on the presumption that different places show us different quality of life. We can also determine places with higher and lower quality of life.

We can consider the twentieth century in terms of consistent society-wide. In that period knowledge was intensely developed, there was rapid growth of urban areas, new forms of social organization and environmental problems. In the second half of the 20th century there was an increase in interest in quality of life and transition from modern to

postmodern society. Philosophically oriented works explain the increased orientation to consumption and deepening individualization of the society.

In: Andráško, I., (according to Felce and Perry 1995) were determined 5 basic domains relevant to quality of life:

- *Physical wellbeing*: Health, Fitness, Mobility, Personal Safety
- *Material wellbeing*: Finance/ Income, Housing quality, Meals/ Food, Security, Transport, Possessions, Privacy, Neighborhood
- *Social wellbeing*: Family/ Household Life, Friends and Social Life, Relatives, Community Involvement
- *Development and Activity*: Competence/ Independence, Home life, Leisure/ Hobbies, Education, Job
- *Emotional wellbeing*: Positive Influence, Status/ Respect, Satisfaction, Fulfillment, Self-esteem

In: Andráško, I. (according to Dissart and Deller (2000)) similar approach was used in their study. Their conclusion of quality of life was personality, social support, personal satisfaction, personal skills, environmental factors, economic factors, health and stressful events.

Halečka (2001) identifies factors of disturbance and degradation of quality of life:

- the devastation of nature,
- war policy and the application of various forms of violence,
- unfair socio-economic social relations and their reflection in the deepening social inequalities,
- disruption of democracy, human rights violations,
- ignorance of humanitarian principles and the importance of social policy.

In: Andráško, I. (according to Ann Bowling (1995)) there is a connection between quality of life and health. The author used the results of a survey which took place in Great Britain with answers of 2000 respondents. The structure of the answers was the following and for him the most important:

- Relationships with family/ relatives
- Own health

- Health of someone close
- Finance/ Housing/ Standard of living

There were some other aspects of life such as availability of work, social life, job satisfaction, education, religion, environment (pollution, noise) and others (crime, politics/ government, wellbeing).

We can see the priority of interpersonal relationships. The similarity is even in terms of aspects such as health, state of environment, financial security of housing. Andráško pointed out the differences in perception. In personal life there is a strong position of the *family* factor and in societal quality of life the *environment* is highly valued. The preferences of people are strongly influenced by factors such as, e.g. age, sex, education and place where a person lives and character of the everyday life environment.

We assume that one of the important living conditions as for the quality of life of people is a certain area of greenery, relating square meters of greenery per one inhabitant. In some locations there is more greenery than in other areas. We can also determine which areas show a satisfactory level and which areas do not reach a standard level. There can be search for necessary information, especially questionnaires or personal interviews. Information can be acquired from the respondents about how much they are satisfied and how important the greenery for them is (Andráško, 2013).

WHO defines four basic areas that describe the quality of human life regardless of age and ethnicity:

1. Physical health and level of independence

We consider ability to work, dependency on medical care, rest, pain, everyday life.

2. Mental health and spirituality

Include self-esteem, thinking, learning, memory, belief, concentration, negative and positive feelings.

3. Social relationships

Relating to personal relationships, sexual activity, social support

4. Surroundings

Include freedom, security, financial resources, home environment, physical environment (noise, climate, pollution).

Quality of life is not limited only to individuals. Engel and Bergsma (In: Vaňurová, according to Křivohlavý 2002) distinguish hierarchical different spheres:

Macro-level

It is a question of the quality of life of large units e.g. in a given country, continent. According to Bergsma it is a terms of deepest reasoning of the meaning of life. Quality of life is one of the fundamental political considerations. It is the issue of fight against terrorism, starvation, epidemics.

Middle-level

Measurements in small social groups, e.g., enterprise, school, hospital. These include the issues of social climate - mutual relations among people, meeting the basic needs of every member of a social group.

Personnel-level

At the forefront there is an individual's life. This is a subjective evaluation of health, pain, satisfaction, hope. Individual personal values, beliefs, expectations, which may affect the quality of life, also play the important role.

Physical level of existence

This is the observable behavior of other people, which is comparable and measurable.

3.2 Dimensions of quality of life

Dimensions of quality of life are necessary to establish to better understand and define the concept of quality of life. The concept of quality of life can be viewed from two perspectives, subjective and objective. The Applied Research suggests that subjective and objective understanding of the quality of life brings different data, both of which are an indispensable part of the overall quality of life (Dvořáčková, 2012).

Objective quality of life monitors material security, social conditions of life, social status and physical health. Therefore, we must mention the economic, social, health, and environmental conditions that significantly affect a person's life. It is about using of possibilities of their life.

Subjective quality of life refers to the perception of one's status in society. The apparent satisfactions arise from his personal goals, expectations and interests (Vařurová, Mühlpachr, 2005).

The most influential definition of quality of life is offered by Cummins (1997) who defines quality of life such as both objective and subjective, each axis being the aggregate of seven domains: material wellbeing, health, productivity, intimacy, safety, community and emotional well-being. The Objective domains comprise culturally relevant measures of objective well-being. The Subjective domains comprise domain satisfaction weighted by their importance to the individual.

Quality of life is both an individual and collective attribute. At the individual level it includes objective and subjective elements. People's objective quality of life requires that their basic needs are met and that they have the material resources necessary to fulfill the social requirements of citizenship. Their subjective quality of life depends on them having the autonomy to make effective choices to enjoy – enhance their subjective well-being, including pleasure, satisfaction, purpose in life and personal growth (Phillips, 2006).

Sociological aspects of quality of life - this is a complex area, where the needs identify lifestyle and way of life.

1. Standard of living

Duffková, J. (2007) from the perspective of sociology standard of living means „level life needs of the population and a summary of the conditions under which these needs are met”.

The standard of living in this bonding include:

1. Consumption of material goods,
2. Consumption of paid services,
3. Level housing,
4. Employment and working conditions,
5. Level of Education,
6. Level of health care,

7. A complex of social security,
8. Amount of free time and the conditions of its use,
9. Level of environment

2. *Way of life*

In the social sciences it is characterized as a unit that captures its nature, content and structure. Way of life acts as a manifestation of the spiritual and material life (Vařurová, Mühlpachr, 2005).

3. *Lifestyle*

This is a summary of habits, customs and accepted standards. Lifestyle also expresses the interests, values and individual, a group or company (Big sociological dictionary, 1996). Smolík (2010) states, that lifestyle is a summary of the life forms that individual actively promotes. The Big sociological dictionary defines lifestyle as a „*structured summary of living habits, customs, resp. accepted standards that find their expression in the interaction in the material, factual environment in spatial behavior and the overall styling*” (Mařiková, Petrusek, 1996).

4. *Needs*

There is another connection with quality of life, so-called *hierarchy of needs* theory created by Abraham Maslow in the field of psychology. He specified five basic needs, *physiological needs* (need of food or air), *safety* (personal safety against violence), *belongingness* (social needs – emotional connections, friends, family), *esteem needs* (value of a person and its status), *self-actualization* (use of individual properties, interests). Maslow theory is aimed at individual.

5. *Values*

Value is considered as a phenomenon that is essential for humans. We strive for the value, the values are rejected or required. The Values are derived from the interests and needs, ideals and are bond to the standards and the meaning of human life. The Values are part of the human personality (Jesenský, 1995).

Ecological and environmental aspects of quality of life

Life in a supportive environment is a basic human right. The OSN Conference on Environment (Stockholm 1972), the Rio Declaration adopted in 1992, states that a human have a right to health, productive life. Ecological and environmental conditions directly affect human life. Actuality is currently increasing due to the growing number of environmental problems and ecological crisis. Our action on the environment has a negative social impact. There should be not only technical changes, but also social changes.

(In: Vaďurová, according to Halečka 2001) factors of disruption and degradation of quality of life are stated as the following:

- disruption of nature technosphere,
- application of various forms of violence,
- unjust socio-economic social relations and social inequalities,
- disruption of democracy,
- violation of human rights.

3.3 Theoretical definition of public amenities and public services

Each municipality has a level of service that can be called public amenities. Public amenities are designed to meet the needs of residents. Each municipality seeks to achieve the highest number of satisfied residents. The concept of public amenities falls under § 2 of the Act No. 183/2006 Coll., on Spatial Planning and Building Code (Building Act) in Public infrastructure, there public amenities are characterized as „*Buildings, equipment and land used for example for education, social services and family care, health services, culture, public administration, protection of the population established or used for self-interest*”.

Institute of Spatial Development (Institute for Spatial Development, Tomíšek 2010) „*The aim of the public facilities is to increase standard of quality and availability of services that public amenities offer to its residents and those, who commute for services*”.

According to the Institute for Spatial Development, the concept of public amenities is characterized as the sum of non-production and production equipment, ranging from management and administration to the education and upbringing.

Public utilities are one of the most important factors of choosing a place to live while other factors include the level of environmental quality, quality of housing and infrastructure. All these factors have a major impact on the potential of individual communities. Every citizen seeks such environment for life, which will the most meet his requirements (Binek a kol., 2010).

Štenclová (1991) considers public facilities as one of the most important factors in the organization of life of the population in a given environment, designed to ensure the most favorable conditions to satisfy not only the physical but also the spiritual needs of people and enabling the realization and development of their various activities, from which we can conclude that without amenities can be hard to live and citizens would not meet their daily needs.

„Service is an activity, that one party can offer to an other, is essentially intangible and does not result in ownership” (Vašítková 2008). Provider of public service is a public authority, which is defined by the law. From this perspective, we can distinguish between public services at the central levels (e.g. defense, security) and public services at local level (e.g. public transport, municipal waste removal) (Ochrana, 2003).

Service quality is most often defined as *„The difference between customer’s expectations related to the service and their perception of the current performance of the service”* (Zeithaml, Parasuraman, 1990).

3.3.1 Division of public amenities

The basic public amenities can include both public institutions (municipal office, primary school, kindergarten) and private institutions (grocery stores).

In the above mentioned Act No. 183/2006 Coll., on Spatial Planning and Building Code only services, that includes public sphere, public amenities and include freeholders

services, such as restaurants, pharmacies, shops and others are listed under the concept of public amenities.

Public amenities can be divided into groups from different perspectives. According to the Institute for Spatial Development (2010) they can be divided by:

- age groups of users,
- demands for land,
- position of the municipality,
- time boundaries of operation,
- types of activities.

According to the Institute for Spatial Development (Tomíšek, 2010) the dissimilarity of public amenities facility arises from the division according to the types of activities which institutions perform.

According to the types of activities they are divided into public facilities:

- Education and Training,
- Culture,
- Health care,
- Social care,
- Accommodation,
- Nonproduction services etc.

3.4 Social capital and regional development

Social capital is developed by social interactions within social networks, groups or the whole society. Among the members there exist the transfer and sharing of resources, information and knowledge. Social capital is interconnected among individuals and allows them to achieve common targets. Social capital is a source of individual and collective selection which leads to increased satisfaction of individuals or society. Social capital is created on the local, regional, national, international, European and global level. Social capital affects economic growth and maturity. A Research has shown that the level of social capital is positively correlated with the rate of economic growth. Low levels of social capital can lead to a loss of competitiveness, such as mistrust and non-cooperation.

The regional social capital in the South Moravian Region is within the territorial public administration shaped by active approach of the region to municipalities. The Regional Office organizes visits to the Governor in municipalities with extended powers and regular meeting of representatives with the mayors. The communication among mayors and regional representatives support the creation of regional social capital (Majerová, Kostelecký, Sýkora, 2011).

Regional policy is trying to reduce disparities between the levels of regions and to ensure their harmonious development. Regions should have the same chances and opportunities and use their demographic, economic as well as natural potential.

Division of development tools

Tools can be described as aids for achievement of objectives of the area. All public policy use tools to meet their goals.

Non-financial instruments

- administrative instruments (legislation),
- institutional instruments (institutions, strategic planning, programming),
- material and other non-financial instruments (consulting, promotion).

Financial instruments

- subsidies and investment incentives (subsidies, grants, loans),
- equity shareholding,
- tax benefits (tax holidays),
- budget benefits (subsidies).

Local actors have an impact on the achievement of sustainability and preservation of values. The number of options and actors is determined by the size of the municipality, its location, economic activities. Involvements of stakeholders are very important skills of the local government. Activity of the population is important for the implementation of development projects and socio-cultural revival of the countryside (Svobodová, Konečný, Binek, 2011).

3.5 The definition of a municipality

Big sociological dictionary defines municipalities as „*territorial community in which there is the cooperation and interaction of local people and institutions in achieving economic, cultural and social objectives*”.

The municipality is defined by three fundamental characteristics:

- territory,
- citizens,
- government of public affairs

Every municipality in the Czech Republic is included in the administrative district and territorial area of higher self-governing units - regions (Peková, 2005).

Under § 1 of the Act No. 128/2000 Coll., on municipalities, as amended, the municipality is defined as „*the basic local government community of citizens; forming a territorial unit, which is defined by the border territory of the municipality*“.

3.6 SWOT analysis

The aim of SWOT analysis is to obtain an overview of the current state of public facilities and services and the potential opportunities and threats that could in some way influence the development of public facilities and services, municipalities in the future. SWOT analysis is currently used not only to evaluate the current state of potential development of organizations or companies, but it is also a very effective tool for municipal development. For the future development of the community it is important to reduce or completely eliminate weaknesses, opportunities that arise from the external environment and avoid threats that could negatively affect the development of the community Dědina and Cejthamr (2005).

According to Charvát (2006) the shortcut SWOT is based on the initial letters of English words.

1. Strengths
2. Weaknesses
3. Opportunities

4. Threats

Using SWOT analysis the internal environment is evaluated according to its strengths and weaknesses while the external environment according to opportunities and threats. SWOT analysis is done through comparison of the rated organizations (municipalities, districts) with an organization of a similar character. Strengths, according to Pošvář and Erbes (2008), express what the organization is doing better than others.

According to Flint (2013) a SWOT analysis may be most helpful for the village or community when is used to achieve the objectives, visions and plans.

3.7 Social research

According to Reichl (2009), social studies are dealing with the elements, phenomena and processes and their mutual relationship. The object of the research is primarily the interaction between individuals and their internal and external relationships, their attitudes, beliefs and behavior. The results of these surveys are then very uncertain, thus marked by a high degree of inaccuracy, which comes out of the manner of obtaining information (interview, observation) during which you can not exclude some degree of subjectivity, both on the part of the researcher as well as the individual. These studies are understood and implemented these reasons the fields of sociology, psychology, social psychology, pedagogy, cultural and social anthropology, there is an empirical examination of the elements of phenomena and processes and their mutual relations.

3.7.1 Structure and strategy research

Every social research has its strategy and structure. According to Punch (2008), it is therefore a set of ideas, according to which the study will manage to get the answers to the research. Structure of the research is basically the backbone of the entire project, which should be adhered by researcher, so it is a system of three consecutive phases research, preparation, implementation and evaluation.

Research proposal

Research proposal is a document that discusses what the research will try to investigate or what we want to achieve, what the research deals with and how we want to reach the goal, what emerges from the entire research and why it is important for us.

Preparatory phase

According to Lukášová (2009) in the preparatory phase, a management organization should ask the following questions:

- What do the results of the research serve for?
- What information do we need to get? What exactly do we want to know?

To answer these questions means to specify and formulate specific goals. It is also useful to formulate objectives in their hierarchy. According to the character of information that we want to get, we choose the method of the research.

Research Implementation

The realization brings us conducting the own research itself. This section presents the point of research because it is aimed at obtaining information on the observation unit or group of units. This section is an essential step through the process for obtaining the information; choosing appropriate interviewing methods (written interviews, personal interviews, observation, etc.). Data collection for most researchers is the most important part of any research because the data obtained provide information about the research question (Hendl, 2009).

Evaluation of a research

The last section is devoted to the evaluation of information, which is the final stage of the research. This stage is sometimes the critical part of the research, as there could be distorted information. It is necessary to follow certain principles, such as not to distort the results, to distinguish between opinion and facts, generalize carefully not to confuse causes and consequences. The results can be presented in written form or orally. A Research report contains interpretations, conclusions and recommendations, which were obtained in previous steps, and then some form of publishing (Hendl, 2009).

3.7.2 Methods of collecting research data

Qualitative methods

Qualitative methods are used to understand customers, their needs, experiences with services or their satisfaction or dissatisfaction. Respondents are not offered predetermined possible answers. Qualitative methods include these methods:

- individual interview,
- group interview,
- method of critical events,
- projective methods,
- analysis compliments and complaints,
- card comments and recommendations.

The first four methods are based on direct communication with respondents. The application of these methods is very difficult, it requires expertise and the need for proper communication skills. These methods should be entrusted to specialized firms with relevant qualification and experience.

Compliments and complaints and card comments and suggestions are methods that do not require involvement of an external consultancy firm. This research is carried out by an organization itself.

Individual (in-depth interview)

This conversation takes place face to face. The prerequisite is to induce a favorable atmosphere, gaining trust. The interviewer should be a person independent of the organization. Questions and answers should be recorded preferably in the form of an audio recording, then transcribed verbatim and analyzed.

Group interview

Meeting customers, who discuss their experience, their opinions and feelings connected with the service under a supervised facilitator. Participants have to be real customers, should not know one another, because it could affect the content of their statement.

The method of critical event

This method means a specific situation that the customer experienced when consuming the service. Consumption of services has led to a positive or a negative customer experience. In this method, the customer describes the situation of being very satisfied or very dissatisfied in detail. The respondents' answers should be concrete and specific.

Projective methods

These include opinions and feelings of the respondent to a particular stimulus situation. Respondents complete sentences; describe what they see in the picture. The Respondents insert their experience concerning the subject of research into their answers.

Analysis compliments and complaints

This refers to the client's satisfaction or dissatisfaction with the service, which is provided. Compliments and complaints are usually in written form and include specific aspects of the service. If an organization is interested in improving the quality of their services, should support their complaints. This is an opportunity for improving services.

Card comments and recommendations

These cards have a simple form. Through the card, the customer can communicate their views, comments and suggestions for improving services. The card should be easy to complete and placed in a suitable location. Cards can also be placed on the website of the organization or organizational unit.

Quantitative methods

Among the quantitative methods of measuring customer satisfaction are:

- Individual interviews: oral (personal interview, telephone interview)
written (questionnaire)
- Mystery Client

Individual interviews

A standardized interview is an interview with predetermined questions. The questions should be presented to all respondents in the same way because comparable answers are needed. We can use the following types of questions: *closed* (given possible answers),

semi-closed (possible answers with the option to add another variant answer) and *open* (respondents correspond freely).

Individual interviews can be conducted face to face or by telephone. The advantage of the telephone interviews is speed and lower costs. The period for which the respondent answers is shorter than in personal interviews.

Telephone Interview

Telephone interviewing is similar to personal interviews, but it has some differences. As the main advantage is considered to be the greater anonymity, respondent can provide honest and open answers. Its speed and price are also an indisputable advantage as well as the fact that much higher than in the questionnaire method, reducing the likelihood that the questions will be answered by other family members, or even, as stated Disman (2009), „*the whole family council*“. A certain disadvantage, compared to personal interviews, is that the telephone conversation is much more concise than the personal, can not use visual aids (pictures).

Written interrogation

This is the method through which we can obtain information from a large number of respondents in a short time. A questionnaire is the most widely used method of data collection.

Questionnaires can be distributed:

- personally,
- by mail,
- electronically (e-mail, websites).

Personal interview is the most expensive option, but there is a high rate of return and high quality of data. Electronic distribution is the cheapest option, ensures a high return and high quality data.

Mystery client

This means sending a fake customer who tests the quality of services provided. The fake customer has accurate information about what services at what level should he get. His behavior is according to a prepared script. The customer follows what he actually gets and

how the employees of the organization behave. This method is useful when management wants to evaluate how complied the standards are.

Questionnaire

Questionnaire is the most widely used tool for data collection. The questionnaire consists of a number of questions the purpose of which is to find out the views of the respondents. The correct compilation of the questionnaires is important as poor assembly may negatively affect the information, poor assembly may even discourage its completion. Written contact between the interviewer and the respondent is mediated through a questionnaire in which the respondent answers to the questions in the printed form. The sample is selected by purposeful selection, which does not characterize representativeness of the sample, thus results can not be generalized to the entire population (Disman, 2000).

According to Foret (2008) questionnaire should meet three basic requirements:

- 1) formulation and preparation of questions so that the respondents answer precisely what we are interested in,
- 2) psychological, to complete the questionnaire seems pleasant and desirable,
- 3) intelligibility, the respondents understand everything and know what is expected of them and what the researcher wants.

The questionnaire should have a correct formulation and type of questions. Questionnaires should also be capture by graphic design, while the introduction page is important. The optimal length of the questionnaire is 40-50 questions, fulfill time of 20 minutes. The order of the questions is important as at the beginning the easy and interesting questions should appear, followed by the research problem related questions in the middle and the less serious questions towards the end of the questionnaire.

4 Analysis of socio-economic conditions

4.1 Historical development of the area and current state

The town's history began, according written sources, in 1322 and it was first mentioned on the list of Velehrad monastery. However, the settlement is certainly much older. The church dates probably to the first half of the 13th century (Kratochvíl, 2011).

In Bučovice, there was very well managed trade, as the town is situated on a significant trade route from Brno to Uhry. There were many trades, fish farming and winemaking prospered. In 1571, Jan Šembera from Boskovice built a Renaissance castle. In the first half of the 17th century The Church of Nanebevzetí Panny Marie was built. The town was very affected by the Thirty Year's War. It was burnt in 1620 by Uhry and in 1645, during the siege of Brno, troops who plundered the town arrived.

Big economic development newly took place in the 18th century. There was a mill, brewery, brickworks, tannery and several granaries. In Bučovice, there was a large Jewish community, which concentrated textile production in their own hands during the Industrial Revolution. They employed hundreds of people. From the 60's of the 19th century, the Jewish were beginning to move to Brno with the prospect of better opportunities in business and textile manufacturing during the decline. Textile production was replaced by Wood manufacture, which was concentrated in the factory of David Drucker (later UP). In 1887, the town was connected to the railway tracks with Brno and one year later the track Brno - Vlárský Průsmyk was completed.

Town flourished during the second half of the 19th century. In 1862 singing company Hvězda was founded. Later, a amateur theater company Sokol and others were founded. In Bučovice the county district court was located, as well as grammar school which was built in 1902.

The Independent Czechoslovak state meant further development of the town. In November 1920, the town was electrified. In March 1939, the town was occupied by the Wehrmacht. During the war, Jewish population was abducted from Bučovice to concentration camps. Many citizens were sent to forced labour in the Third Reich. On April 28, in 1945 the town was liberated by the Red Army (Kratochvíl, 2011).

After the war, the primary school 710 and primary school 711 were built. There was also Secondary School of Agriculture, today's Business college. In the 60's dilapidated the synagogue was demolished to give space for the building site Komenského street. The large Jewish community in Bučovice is commemorated thanks to a Jewish cemetery which is a historic monument of the Czech Republic in Hájecká street. In the 70's was built cinema Brigade. Until 1989, wood production in UP factory, which were the biggest furniture factory in the former Czechoslovakia, dominated in Bučovice. After the regime change, the production in UP was not sufficient to compete with foreign companies and the business began to decline.

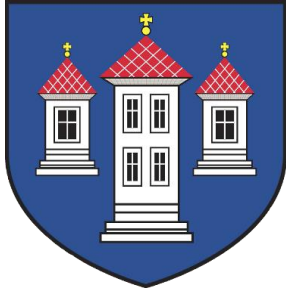
Currently, there are a lot of businesses. Among the largest are Pegas Nonwovens Inc. (Production of nonwoven textiles), DINA - HITEX, s.r.o. (Medical devices), JKZ (delivery tool and special steels), BUČOVICE TOOLS (Manufacturing cutting tools), KPB Intra, s.r.o. (Manufacturing transformers) BAJER et al., Ltd. (Production of meat products) (Bučovice: the official website of the town).

Picture 1: Map of Bučovice and local parts



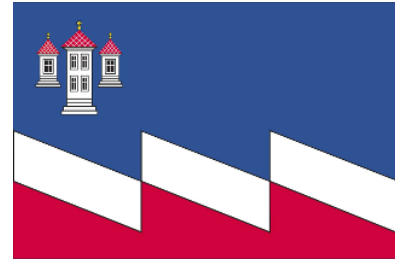
Source: <http://mapy.cz/zakladni?x=17.0012569&y=49.1474679&z=14>

Picture 2: Symbols of the town



Emblem of the town

Source: Bučovice, the official website



Flag of the town

4.2 Physical-geographical characteristics

Bučovice lies in the valley of the Litava river, which is a left tributary of the river Svatka. Thus belongs to the Morava basin and Black Sea drainage area. The high above sea level ranges from 226 m (Valley of Litava) to 320 m (Hill of local part Černčín). To the north of Bučovice, there is natural park Ždánice.

The agricultural area covers 2249.1 hectares, which is 70.15% of the town's land. The terrain here ranges from flat to slightly wavy. Represented by black and brown soils. From the climatic point of view Bučovice belongs to the warm area with yearly rainfall of 500-650 mm. Average yearly temperatures range from 7,0 °C to 9,0 °C. The length of the vegetation period is 150-165 days (Web Forestry Administration of Bučovice).

4.3 Population

Statistical newspaper is published every year by the town of Bučovice and provides a summary of the past year 2014. The Statistical newspaper was supplement of the March edition of the monthly published Bučovice newspapers. This supplement provides some information's of the previous years for an easier comparison of the changes in the individual chapters. It is also good to see the development of the individual departments of the municipal office, its state-funded institutions.

Currently Bučovice include local parts Černčín, Kloboučky, Marefy and Vícemilice and with nearly 6500 inhabitants Bučovice belongs to the Vyškov district. Bučovice are

economic and educational center as well as the centre of authorized municipal office, which manages 19 surrounding municipalities.

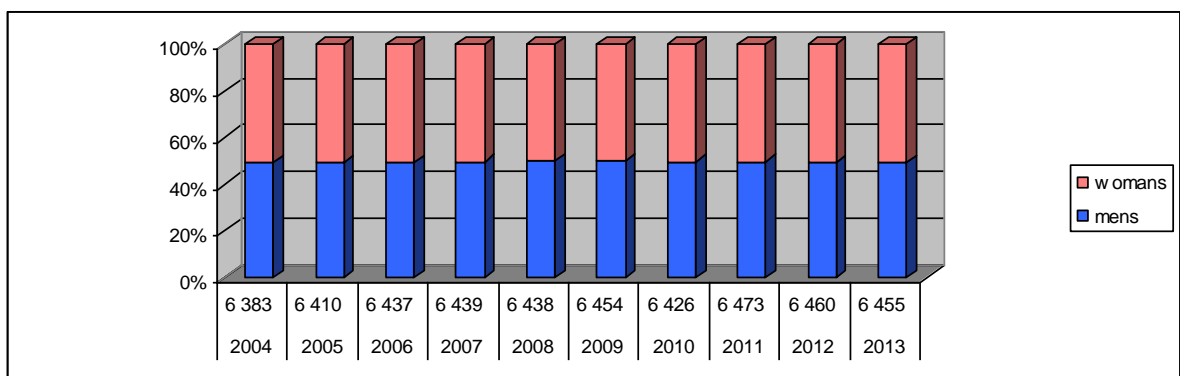
Table 1: Population structure in Bučovice by sex to 31. December, 2014

| BUČOVICE | ČERNČÍN | KLOBOUČKY | MAREFY | VÍCEMILICE | TOTAL |
|-----------------|----------------|------------------|---------------|-------------------|--------------|
| MEN | 2 196 | 162 | 270 | 177 | 3 162 |
| WOMEN | 2 293 | 165 | 279 | 166 | 3 275 |
| TOTAL | 4 489 | 327 | 549 | 343 | 6 437 |

Source: (Brychta, 2015:1)

Table 1 shows information about the population in Bučovice to 31. December 2014. The total number of 6 437 inhabitant makes Bučovice the second largest town by population in the district of Vyškov. The surface area of the town with its local parts Vicemilice, Kloboučky, Marefy and Černčín is 31.19 square kilometers.

Graph 1: Population development from 2004 to 2013



Source: Demographic Yearbook cities, 2013, Czech statistical Office

The number of women and men is relatively balanced. When we compare Graph 1 with Table 1 there is a clear decline in population, from 6 455 in the year 2013 to 6 437 inhabitants in the year 2014. However, this is not a rapid change.

4.4 Economic activity, unemployment

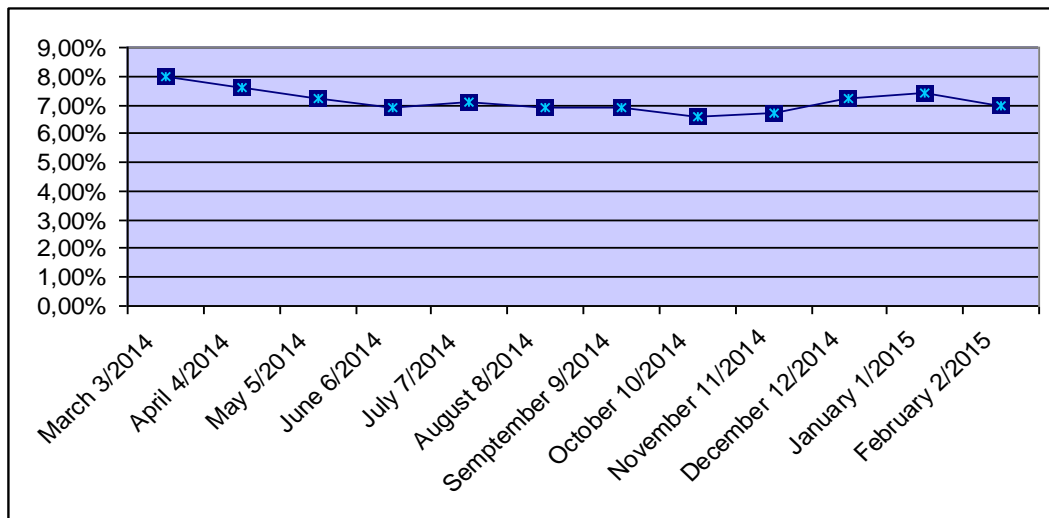
In the table below, there is an overview of five greatest business entities (legal entities), which are located in the municipality with extended power.

Table 2: Major employers

| Business name | Residency | Main activity | Category by number of employees |
|----------------------|------------|---|---------------------------------|
| DINA - HITEX, s.r.o. | Bučovice | Medical devices | 200 - 249 |
| Bajer, s.r.o. | Bučovice | Production of meat products | 100 - 199 |
| De Heus, a.s. | Bučovice | Manufacture of animal feed | 100 - 199 |
| EMS-PATVAG, s.r.o. | Brankovice | Manufacture of other parts and accessories for motor vehicles | 100 - 199 |
| Town of Bučovice | Bučovice | General public administration | 100 - 199 |

Source: Czech Statistical Office, Business Register

Graph 2: Development of unemployment in Bučovice from 3/2014 to 2/2015



Source: Czech Statistical Office

According to CSO, unemployment rate in Bučovice still fluctuates and changes depending on the selected month. The highest unemployment rate falls on winter months, while the during spring months it gradually goes down. The lowest rate falls mainly on summer months, it is assumed due to season works. However smaller increase was recorded in July, because many students finished their secondary school studies and became job-seekers. Unemployment rate reached 7% in Bučovice in February 2015, compared to Slavkov u Brna with 5,4%. The current situation, in terms of employment, is not favourable.

Although, there are a lot of companies in Bučovice, these companies are not able to cover the high unemployment.

4.5 Traffic

Bučovice lies in the valley of the Litava river on the international road E50 between Brno and Uherské Hradiště and the railway line Brno – Veselí nad Moravou. Bučovice has a bus service and rail service. Public transport regularly runs into all the surrounding villages and larger towns. Domestic and international flights are provided by Brno Tuřany airport, 30km from Bučovice. The biggest problem in Bučovice is the traffic. E50 road leads through the town center. So far the town has not been able to devise and implement a bypass, which would lead outside the town center.

4.6 Amenities

The town is adequately equipped with educational institutions. The area of education includes five kindergartens, two elementary schools and two high schools. There is accessible health care clinic with a large number of specialist doctors and physiotherapy. The Bučovice has a sufficient supply of social services. For the elderly there is a retirement home and nursing care. Bučovice is a catchment area, where people from the neighboring villages often go shopping as well. There are many grocery stores, which include almost all range of goods.

Culture in the municipality is ensured by Brigada cinema, which is currently after an extensive renovation, and should be used not only as the cinema, but also for concerts and other smaller cultural events. However, despite the costly modifications, it seems that the town of Bučovice has not been able to revive the cinema tradition in the town as there are no films screened in Bučovice. Bučovice is municipal cultural centre with plenty of cultural, educational, social events and programs. These include wine tasting, Children's Day as well known amateur theater festival of Miroslav Doležal. Sports facilities are represented by a fully functional sports complex, indoor and outdoor pool, sports stadium and a tennis courts. In Bučovice, there are many recreational and accommodation facilities. In a stylish setting, visitors can choose from a variety of local specialties. Accommodation

options are also broad, as one can enjoy the services of hotels and guesthouses (Bučovice: the official website of the town).

4.7 Environment

Bučovice lies in the valley of the Litava river. Suitable location near Ždánický forest allows residents and visitors of Bučovice to enjoy various forms of recreation including walking or cycling. Residents often seek relaxation in the local chestnut avenue, where a playground for small children were built. A park is located near the center and it is an important element of ecological stability. The whole park unites tree planting and groups of shrubs. Urban greenery is an important element with a social function, such as relaxation, as it is known that clean green space has a positive impact on the psyche of people. On the edge of Bučovice, there is pond. The pond is used primarily for fishing, not for swimming. In the local part of Vicemilice, there was built a biocentre area which serves not only as a place for one's relaxation but also as a haven for diverse bird species.

The town of Bučovice supports its citizens in reaching by providing recycling bins (paper, plastic, glass colored and white) and also containers for biological waste (Bučovice: the official website of town).

4.8 Safety

Like every town Bučovice also has to solve problems related to crime and ensure the safety of residents. Recently, there has been several cameras installed in public places in order to minimize the criminal activities. The camera system and its control is housed in the Municipal Police station.

The Municipal Police was established in 1993 based on the decision of the municipal assembly, approving generally binding ordinance on the establishment of the Municipal Police Bučovice. All activities of the municipal police are based on the Czech National Council Act No. 553/1991 Coll., On municipal police. Their task is to supervise the observance of generally binding legal regulations on the protection of public order, contribute to the safety of persons and property, supervise compliance with the rules of civil coexistence reveal offenses, impose and collect fines in ticket proceedings for

offenses. Municipal Police also ensure the capture of stray and feral animals (Bučovice: the official website of town).

The most common offenses that were in traffic in 2014 were following:

- alcohol and addictive substances while operating a motor vehicle,
- exceeding the maximum speed limit,
- holding telephone while driving a vehicle,
- driving without a license, without medical certification.

Table 3: Offenses within the town Bučovice in 2013-2014

| Type of offense | Year 2013 | Year 2014 |
|---|------------------|------------------|
| § 46 breach of town notice | 106 offenses | 183 offenses |
| § 47 offenses against public policy | 66 offenses | 47 offenses |
| § 49 offenses against civil coexistence | 29 offenses | 24 offenses |
| § 50 offenses against property | 76 offenses | 55 offenses |

Source: (Brychta, 2015:2)

Negative trend is obvious only in the first case, in the following three cases there is a positive trend. The largest number of offenses was in breach of town notice. It can be due to the influence of amnesty, which could be reflected in the number of crimes committed and in the constantly increasing number of socially excluded groups in Bučovice. The amount of collected fines reached in the years 2013 63 900 CZK, while in the year 2014 it was 157 400 CZK.

4.9 Self-government

In the election period 2010 - 2014 MUDr. Radovan Válek was elected for a mayor. At the inaugural meeting of the Council in November 5, 2014 he was re-elected. The Representatives also unanimously elected Jiří Horák (Christian and Democratic Union) for the first deputy mayor, Horák held the same position in the previous election period. For the second deputy mayor Michal Crhák (Choice for the town) was elected.

The Town Council of Bučovice is the supreme body of the town. It consists of 15 members elected in accordance with Act No. 491/2001 Coll.

Results of elections of the Town Council in 2014

In the election there were many candidates from several political parties, such as *Choice for the Town* which was the most successful party and achieved 6 seats, *Christian and Democratic Union – Czechoslovak People's Party* with 3 seats, *Czech Social Democratic Party* and *Communist Party of Bohemia and Moravia* with 2 seats. One seat gets the political party *For Sport and Health* as well as *ANO 2011*.

The winning party in Bučovice *Choice for the Town* want to continue in care for the municipal property and get rid of the town debt, finish the camera system installation and deal with the bypass. The second winning party also wants to solve the problem of heavy traffic and the problem of relaying bypass. The need is to improve infrastructure, repair local roads, solve housing development. Candidates from *ANO 2011* enforce rational utilization of European funds and distributing money and vigorous enforcement of transport solutions. (Bučovice: the official website of the town).

The parties promised mainly:

Transport improvements:

- resolving the issue of bypass project and its subsequent implementation,
- repair of roads and pavements,
- construction of cycle lanes.

For better quality of life, housing and security:

- build a nursing home for the elderly,
- completing camera system to increase security in the town,
- streamline the work of the municipal police as the guardian of public order,
- reduce municipal waste fees.

For better education:

- continue repairing school buildings and improving their facilities and comfort through grant projects,
- maintaining and increasing the level of primary education, promotion of language learning, IT and healthy lifestyle.

For better employment:

- build an industrial zone which would be connected with arrival of new companies and increase in employment,
- in cooperation with the employment office long-term unemployed should get involved in the maintenance and cleaning of the town.

For better environment, culture and sport:

- increase the level of cultural events organized by the town,
- create favourable conditions for the activities of non-profit organizations,
- supporting sports, sports clubs, interest groups (Bučovice: the official website of the town).

Opportunity for citizens to express their opinion

Through section called Neduhy on the official website of Bučovice town, the residents have an opportunity to express their opinion or rather worry about various malaises focus on minor defects that occur in Bučovice and repair these minor defects without delay as they are being informed about them via the website. For example, these may be broken garbage bins, benches, broken branches, etc. The service is not intended for realization of repairs and reconstruction, which would require higher investment costs, such as repairing roads and so on. Citizens comments can be sent on the e-mail address neduhy@bucovice.cz and are published on the website by a responsible person who will repair within its competence and will respond to the suggestions.

Among the most frequent comments are: street lightening, increasing the frequency of export containers, cutting grass in public spaces, lack of bio-waste containers, adding benches, mess on the street, adding baskets in some places, noise in streets (Bučovice: the official website of the town).

4.10 SWOT analysis, characteristic

Table 4: SWOT analysis of Bučovice

| Strengths | Weaknesses |
|---|--|
| Plenty of nature, urban green | Dilapidated area of the former UP |
| Services - post office, library | Unexplained situation with the road E50 |
| Plenty of shops, Penny market, supermarket | Lack of parking spaces |
| Football, Baseball, Volleyball Club | High unemployment |
| Education - elementary, high school | Absence of jobs |
| Health center, enough health care | Socially excluded groups |
| A large number of oil and gas deposits increases mineral wealth territory | Busy road I/50 which creates air pollution and noise |
| Supply of good quality drinking water | Flood territory, which restricts development |
| No large sources of pollution | Missing bypass of Bučovice |
| European significant sites of system Natura 2000 | |
| The high proportion arable soils with prevailing high credit rating | |
| High recreational potential | |
| Significant dominants – church and castle | |
| Opportunities | Threats |
| Use bearings of oil and natural gas | Environmental damage by mining |
| Realization of bypass of Bučovice | Transport collapse on the road I/50 |
| Increasing the degree of environmental stability forestations | Increase in unemployment |
| Reconstruction of the bus station | Arise additional brownfields |
| Focus on alternative sources and saving of energy | Dilapidate unused production areas |
| Further development of amenities and services | Distraction of historical structure |
| Reconstructed town square and more significant public space | Housing fund stop to serve permanent housing |
| Renovation and presentation of monuments of local importance | |

Source: own work, Bučovice: official website of the town

5 Evaluation of the questionnaire

A questionnaire is one of the ways, how to involve residents in public affairs, to give them an opportunity to express their own opinions and attitudes towards further development of the municipality. The information and opinions can be taken into account in further work and development of the municipality.

Methodology

The survey was realized in February and March with the assistance of teachers from secondary school, workers from home for the elderly and cooperation with the citizens of Bučovice.

The residents were given the questionnaire in a printed form. In many cases, they can select up to 3 answers, except for the questions asking about age, gender etc. The aim of the survey was to determine the attitudes of citizens about the town of Bučovice, questions from different aspects: advantages and disadvantages of living in Bučovice, transportation problems, quality of life, leisure time, communication with the members of the town council etc. The aim was also to find out the citizens' view on further development of town. It can be argued that the questionnaire was not affected in full areas of life in town, but it was not the goal. The purpose of the survey was particularly encouraging the interest of the citizens in what is happening in Bučovice, prepare the way for communication between the citizens and Town Council, but mainly to help residents to think about the future of the municipality.

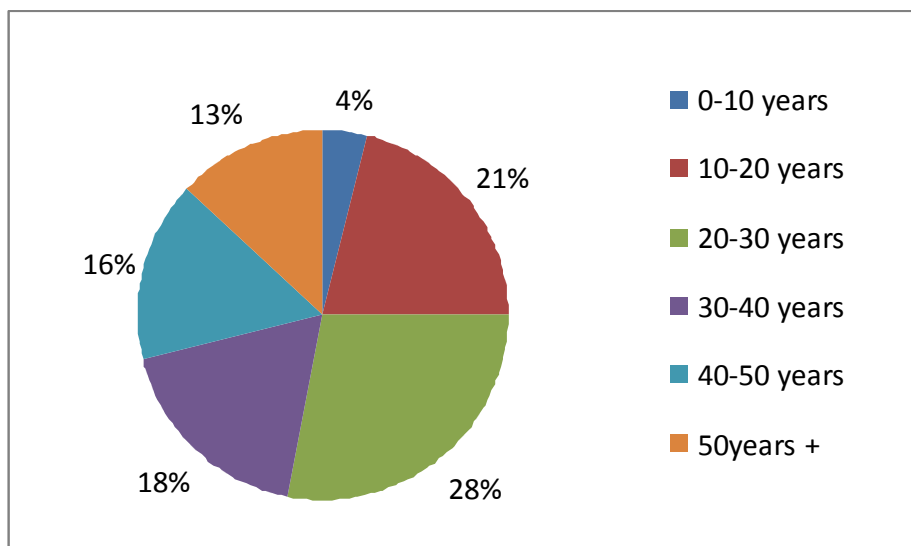
The decision whether to fill in and submit the questionnaire was at the discretion of each citizen - a form called: self-selection. We can say that everyone got the same opportunity to participate in the questionnaire, everyone was informed from several different sources. We assume that the obtained answers represent the views of active and interested residents of the town, who are not indifferent to life and events in future Bučovice. The survey was anonymous. A total of 430 questionnaires were distributed while a total of 408 questionnaires returned which is almost 10% of the population in Bučovice. However, more members of one household may have completed the questionnaires.

5.1 Results of the questionnaire survey

1. The structure of the respondent sample – according to the length of living in Bučovice

It was managed to get an overall opinions and information from 408 respondents - inhabitants of the town of Bučovice. It is equivalent to nearly 10% of the population of Bučovice. The largest group consists of people living in Bučovice from 10-20 years and 20-30 years, together almost 50% of inhabitants. Newly citizens form only a minor of the sample. The number of immigrants in the year 2014 was 112 people and emigrants 125 people, so we can talk about negative migration (Brychta, 2015:1).

Graph 3: The structure according to the length of living in Bučovice



(Source: own work)

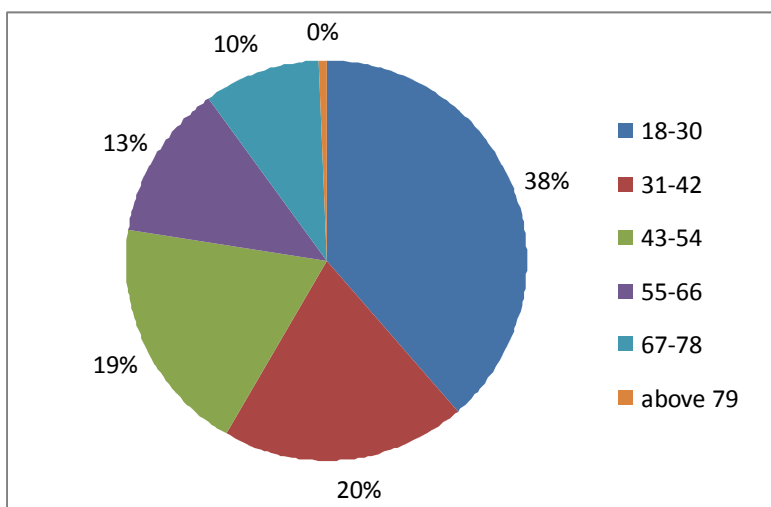
2. The structure of the respondents by gender

According to socio-demographic indicators monitored the sample of respondents is the following: in terms of gender, 55% women, 45% men. It is almost an equal representation of both sexes. According to the statistics of the population in Bučovice, 2 293 people are women and 2 196 people are men.

3. The structure of the respondents by age

The graph 4 of the age structure of the respondents shows that there is a sample of all age groups. Most often people aged 18-30 years were involved in the research, while respondents aged 31-42 years and 43-54 years were involved nearly in the same proportion of 20%. People older than 79 years were involved the least. The higher number of respondents aged 18-30 was because of the involvement of secondary schools students.

Graph 4: The structure of the respondents by age



(Source: own work)

4. The structure of the respondents by economic activity

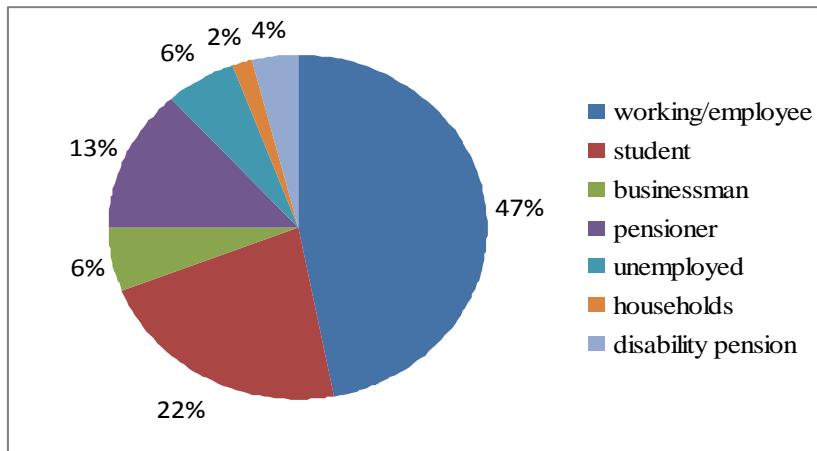
The age structure of respondents is usually associated with their economic activity. More than half of the population in Bučovice is economically active (either in terms of staff, or entrepreneur). One-third of the respondents are seniors in retirement. Other groups are represented only marginally.

Table 5: The structure of the respondents by economic activity

| Economic status | amount |
|--------------------------|--------|
| working/employee | 192 |
| student | 89 |
| businessman/entrepreneur | 25 |
| pensioner | 54 |
| unemployed | 25 |
| households | 7 |
| disability pension | 16 |

(Source: own work)

Graph 5: The structure of the respondents by economic activity



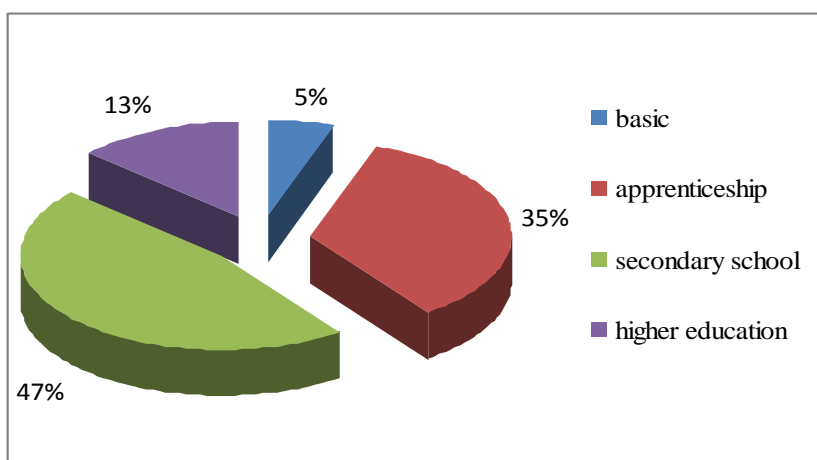
(Source: own work)

According to statistical newspaper of Bučovice 587 business licenses were issued - including 462 business licenses, 125 concession documents and 125 business licenses were cancelled. (Brychta, 2015:2)

5. The structure of the respondents by education

Regarding educational attainment, most of the respondents were people with secondary education, nearly half of the respondent sample. Another important part of the sample is formed by the respondents with apprenticeship, one third. A tenth of the sample consists of respondents with higher education. Respondents with basic education represent only a little fraction of the sample.

Graph 6: The structure of the respondents by education



(Source: own work)

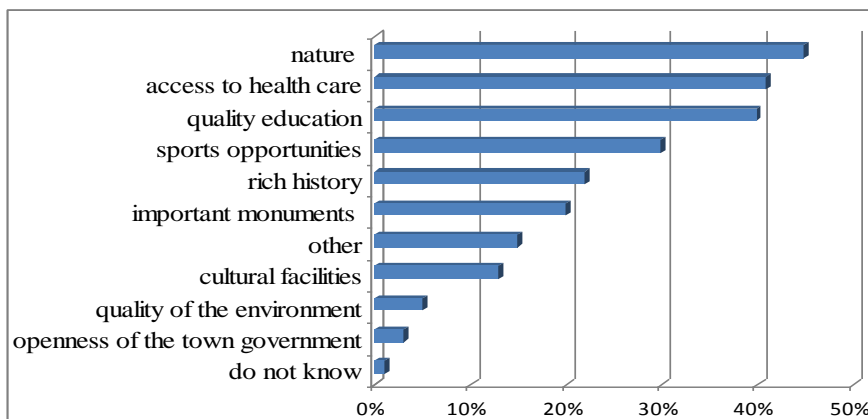
6. The relationship of the citizens to the town and its evaluation

Let's see how respondents perceive Bučovice as a town. At the beginning of the questionnaire the respondents were given space to evaluate the strengths and weaknesses of the town.

The residents of the town perceived as most preferred nature and countryside around the town, almost five out of ten respondents. It is because of the proximity of the Ždánický forest and Politaví and the extending green area. The respondents also appreciated easily accessible medical care, at the health center, which is an advantage for four out of ten. The Health center in Bučovice has a high number of specialized doctors but there is sometimes insufficient capacity for all residents together with long waiting time. The inhabitants in Bučovice are also satisfied with the quality of education. The capacity of primary schools corresponds with the number of pupils. But the recent merger of the two secondary schools decreased the opportunities of study and students must commute to distant Brno, Slavkov or to Kyjov.

A quarter of the respondents appreciate sports opportunities, and they perceive rich history of the town as positive. Almost a fifth have chosen important monuments. Tenth of the respondents perceived, as an advantage of Bučovice, the cultural facilities. The openness of the town government and the quality of the environment were evaluated less positively. The respondents could also indicate "other" quality of living in Bučovice. Among the answers these examples appeared: good access to transport, sufficient capacity for preschool children, large number of restaurants and club for young people.

Graph 7: Advantages of living in Bučovice

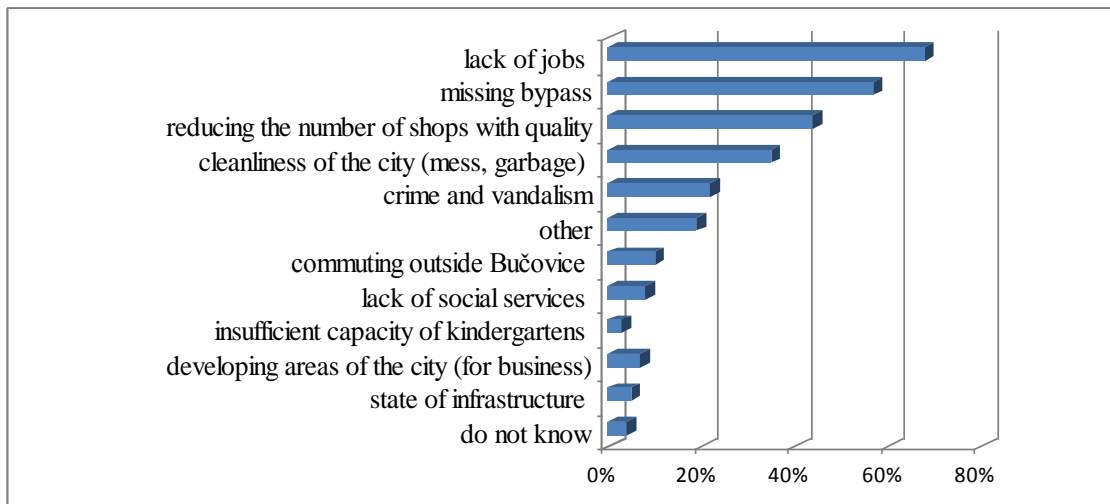


(Source: own work)

What do the residents of Bučovice dislike? The biggest problem is the lack of employment opportunities in town. Almost two thirds of the respondents perceived the traffic situation negatively in connection with the missing bypass. The third problem, which pointed out by almost a half of the respondents was the declining number of shops with quality goods. What other shortcomings were indicated? Most often complaints were related to cleanliness of the town (mess, garbage) - (35% of them), crime in the town and vandalism (22% of them), commuting to work (10% of them), lack of social services (8.0% of them). Other issues that respondents mentioned were: problems with crime in the town connected with minorities, exaggerated claims on Municipal Police in Bučovice.

In Bučovice there is a long-term problem with the minorities. According estimation, Slovak nationality make up 2.06%, Poland, Germany, Russia nationality make up only 0.02% and Ukrainian 0.08%. The Roma population does not show the actual percentage of representation, because they are included in the Czech nationality. The coexistence with the Roma residents in Bučovice is not ideal.

Graph 8: Disadvantages of living in Bučovice



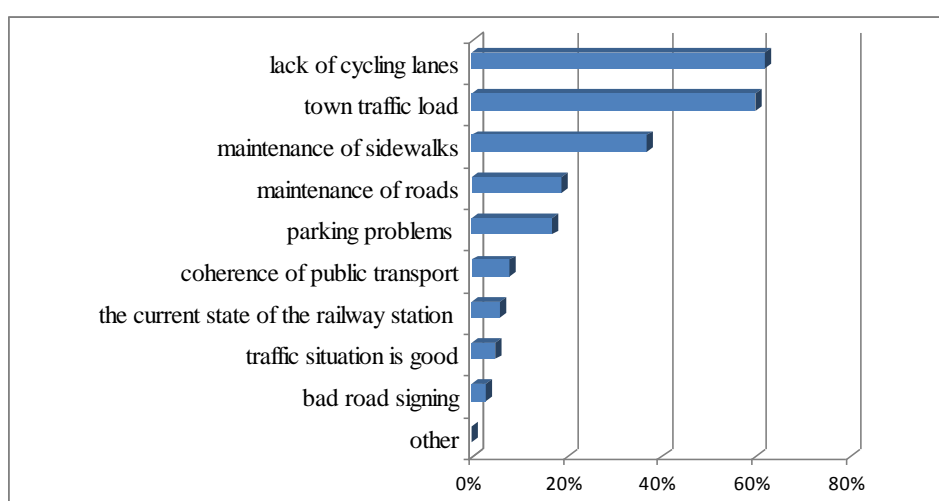
(Source: own work)

7. Traffic

The traffic situation in the town is not optimal. There were eight serious problems identified and the respondents selected three most serious. The lack of cycle lanes is considered to be the biggest problem. The second biggest problem in Bučovice is the

traffic while the third largest problem is the bad condition and maintenance of sidewalks. Other common problems include maintenance of roads and less than one fifth sees a problem in parking space. Inhabitants also see problem as a coherence of public transport, bad links among individual modes of the public transport (e.g. public transport is not in coherence with trains), bad road signing can be considered as a very small problem. Only a fraction of the surveyed residents (5%) believe that the traffic situation is good and it is not necessary to take any precautions.

Graph 9: Transport in the town, the largest problems



(Source: own work)

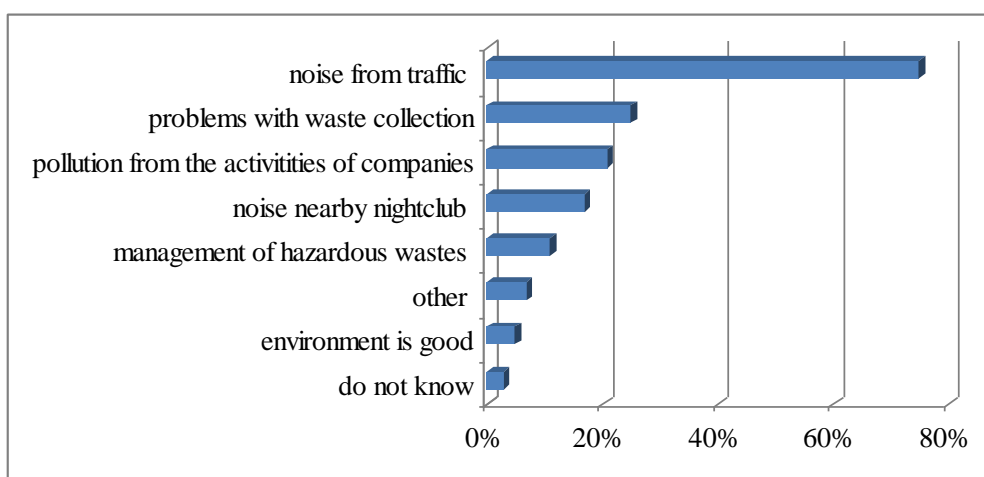
The I/50 road Holubice-Uherské Hradiště is one of the busiest road in Moravia. The I/50 road leads through the center of Bučovice and has a negative impact on the environment and the life quality of the population. The road condition increases the risk of accidents and is a threat to all road users. In connection with an expected further growth in traffic, this problem should be resolved.

8. Environment

Most of the residents are worried about the environment quality. Traffic causes noise and smell, almost half of the respondents complain. The respondents have chosen three greatest threats to the environment in Bučovice. Most residents are worried about the traffic noise (75% of them complain). One quarter of the respondents consider waste management as a problem – they are not satisfied with the quality of recycling and management of

hazardous waste. One fifth sees problem in pollution resulting from the activities of companies. Nearly the same proportions of the respondents complain about the noise around the local nightclub. Other threats to the environment also appeared e.g. deteriorating quality of public lighting, respondents complained about ubiquitous dog excrements, vandalism and low frequency of waste collection and small capacity of containers.

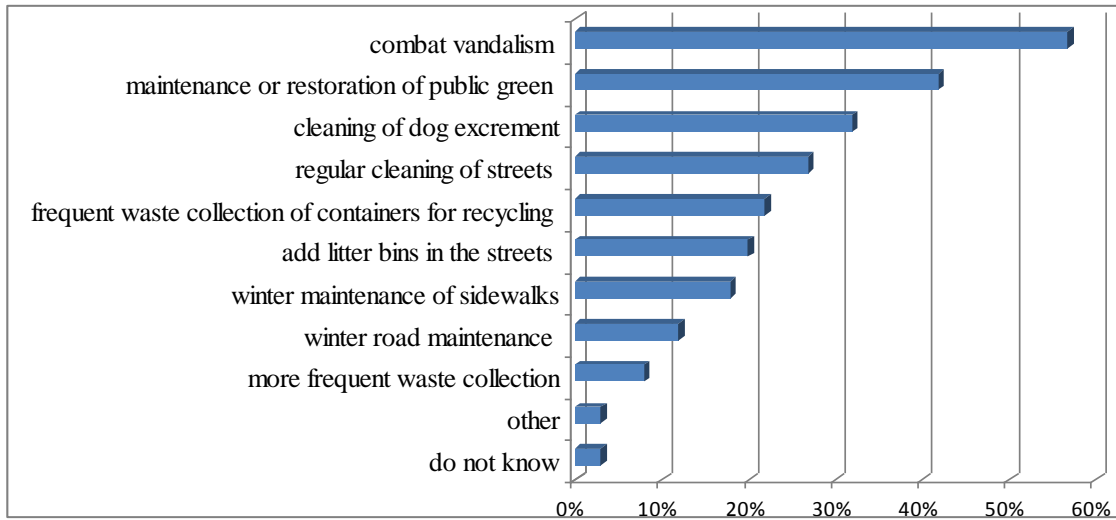
Graph 10: The most environmentally harmful factors



(Source: own work)

Public areas affect the quality of life in the town significantly. What the residents proposed to be improved in public spaces? Which area of care need to be strengthened? Most of the residents in Bučovice are dissatisfied with vandalism (six of the ten). Nearly half of the respondents see intensive cleaning of dog excrements as necessity. There should be added more containers for recycling, more litter bins in the streets. Residents are also troubled with winter maintenance of sidewalks and roadways.

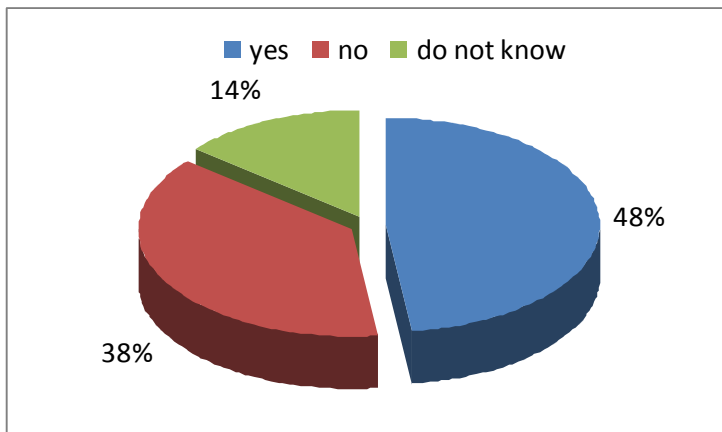
Graph 11: The area of public spaces and the proposal of strengthen



(Source: own work)

9. Safety in Bučovice

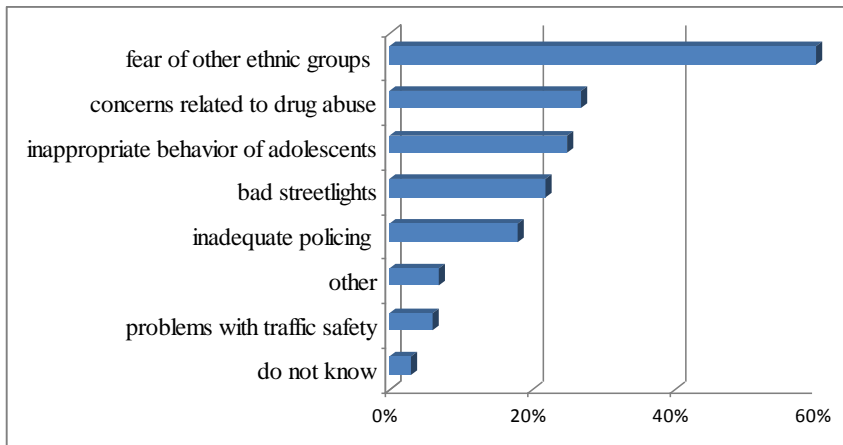
Graph 12: Safety in Bučovice



(Source: own work)

Another block of questions is concerning safety in the sense of security of the inhabitants. Half of the population feels safe and the other half either do not feel safe or could not answer. Every seventh citizen was unable to answer this question. The next question focuses on the reasons why residents do not feel safe.

Graph 13: Causes of do not feeling safe

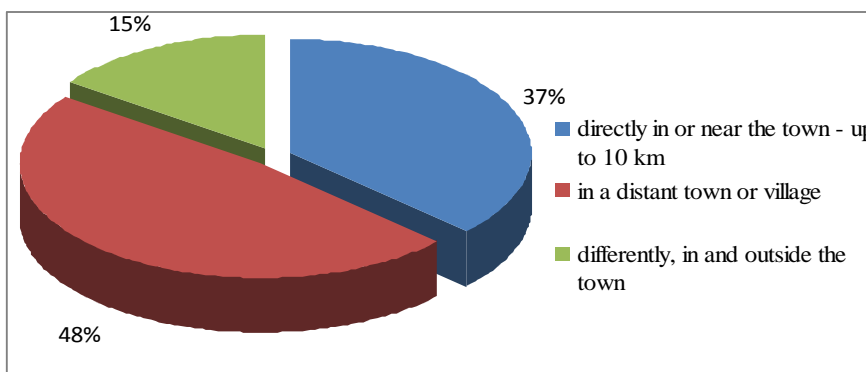


(Source: own work)

Among the biggest concerns of the respondents is the fear of the behavior of other ethnic groups (six out of ten residents). One third's concerns are associated with drug users. Every fourth citizen feels threatened by inappropriate behaviour of adolescents. One fifth of the respondents feel unsafe due to bad street lighting. Only a minority of inhabitants do not feel safe because of concerns connected with lack of action of the Municipal Police. More than a tenth see problems in traffic safety. The concerns about the difficult behaviour of other ethnic groups were expressed mostly by the retirees and people living alone in the household. With increasing age, there is also increasing proportion of respondents with concerns. Citizens also initiate their own opinion, e.g. Municipal Police works only as a collector of fines, not as a guardian of the law.

10. Life in the town

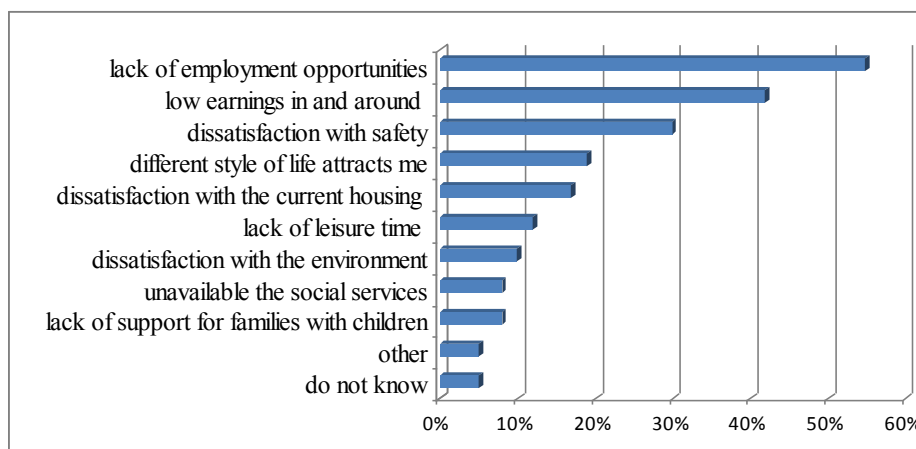
Graph 14: Where do the respondents spend the majority of the working day



(Source: own work)

This is an interesting graph which shows us where the dwellers spend most of the day. The answers show that one-half of the population spend most of the day in distant towns or villages (to work or study). More than one third of the respondents spend most of the day directly in or near the town – up to 10 km (to work or study). Every seventh inhabitant spends most of the day differently, inside and outside the town. Young people are mostly those who spend time in distant towns, they are generally students, up to 30 years of age. The respondents were also asked the question concerning whether they would move out of the town if they got a change. The most important reason for leaving the town is definitely lack of employment opportunities - says more than a half of the respondents. Nearly half of them complained about low wages. Other reasons are not serious, e.g. some people are dissatisfied with safety or current housing. A low number is not satisfied in the terms of the environment, some inhabitants initiate low support for families with children. Every tenth respondent is attracted by a different style of life. This includes mainly the age group 18-30 years.

Graph 15: The reasons for moving out of the town

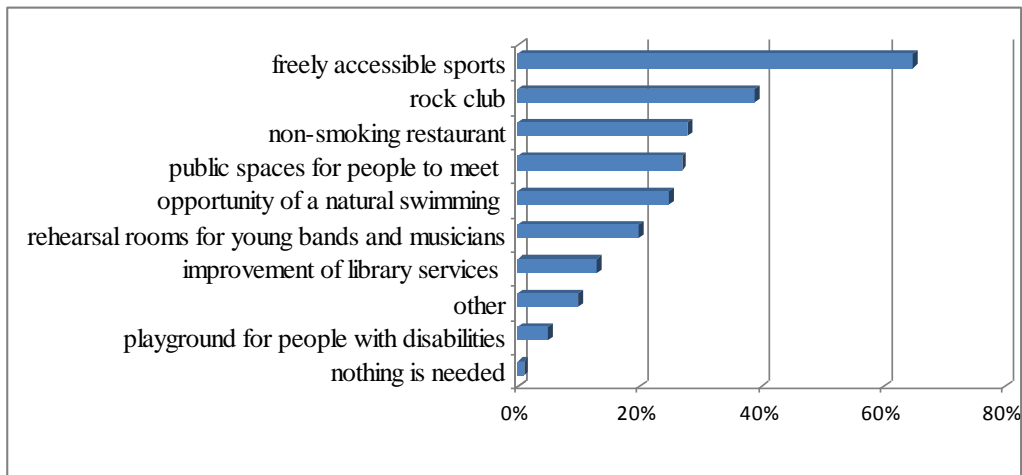


(Source: own work)

Residents have a lot of interesting opportunities how to spend their leisure time. The respondents are obviously of the opinion that certain activities or facilities for leisure are required to support. The most selected problem is inadequate freely accessible sports. Younger people would prefer rock club, two out of ten respondents would appreciate rehearsal room for young bands and musicians. About 28% miss non-smoking restaurants, more public spaces for people to meet, opportunity for a natural swimming.

There are few respondents who want to improve library services and playground for people with disabilities. Among the "other" options for respondents skate park and expressed support for cycling and building bike paths were mentioned.

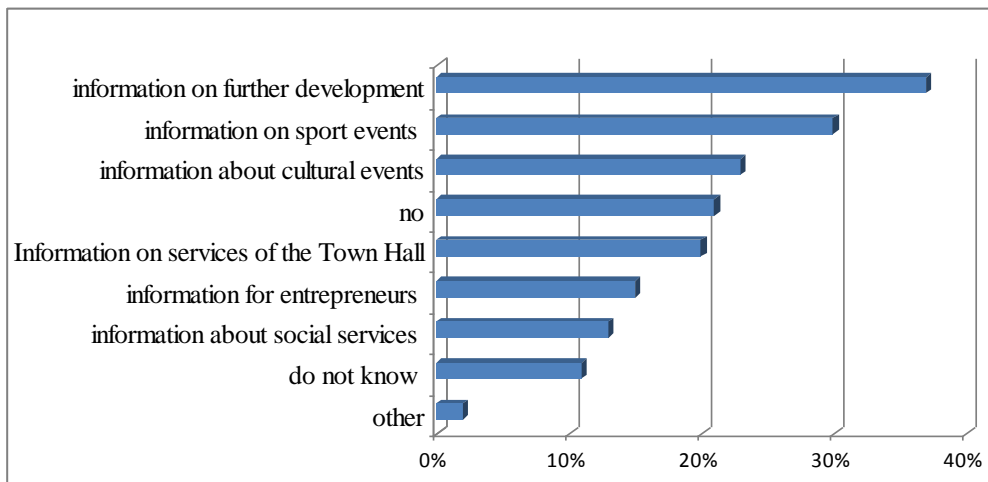
Graph 16: How to improve the leisure offer



(Source: own work)

11. Information about activities

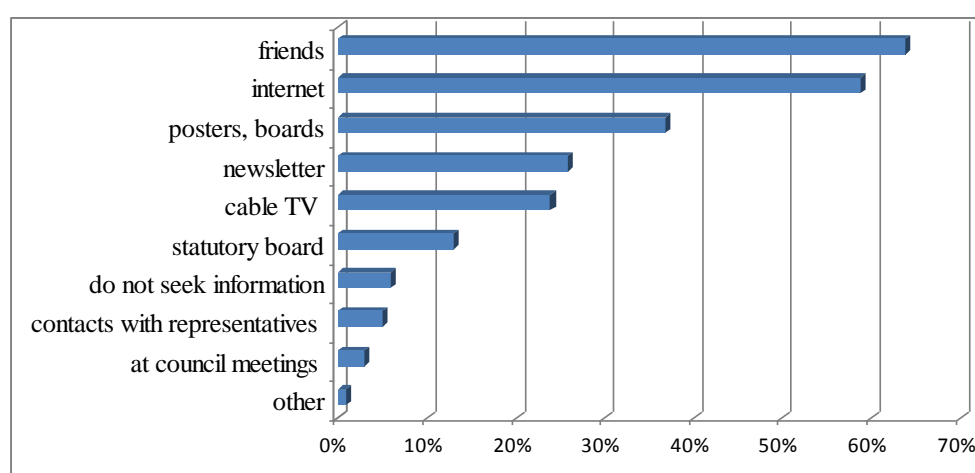
Graph 17: Types of missing information



(Source: own work)

For positive perception of the Town Hall are important communication with its citizens and informing the public about the intentions. The survey found out whether the residents of Bučovice feel sufficiently informed about the plans and intentions of the Town Council. Many respondents (37%) chose the variant with insufficient information on further development. They indicate some other missing information, e.g. information of sport events, cultural events, information about social services. For more see Graph No. 17. As the "other" lacked information the respondents stated financial information.

Graph 18: Method of obtaining information



(Source: own work)

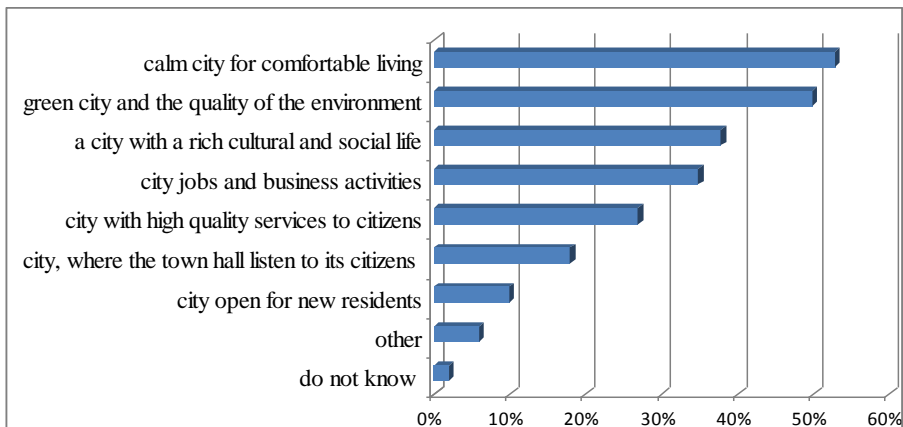
What the existing information resources for those who want to know what's going on in the town are? The most widely used way of obtaining information is oral transmission between acquaintances, friends etc., through the internet and from posters and boards. Another information source is Bučovice newspapers. Other sources of information are used much less, see graph. No.18 Some respondents attend Council meetings and are in contact with the town representatives.

Bučovice newspaper is published monthly and contains information about the events that were carried out and the planned events. Each month 3,100 copies are printed and put into each post box in Bučovice town and its local parts of Černčín, Kloboučky, Marefy and Vícemilice. Newspapers are free for everyone. Newspapers are also a good way of promotion, everyone can place offers and advertisements. Bučovice also has its own websites with all the needed information. The websites provide information for tourists,

information about cultural events, doctor's office hours, details of Municipal Office's activities etc. Another important source of information is the cable TV which is available for a small monthly fee. The cable TV provides videos of events held in the previous weeks, reports on the planned events and other important information.

12. Future development of the town

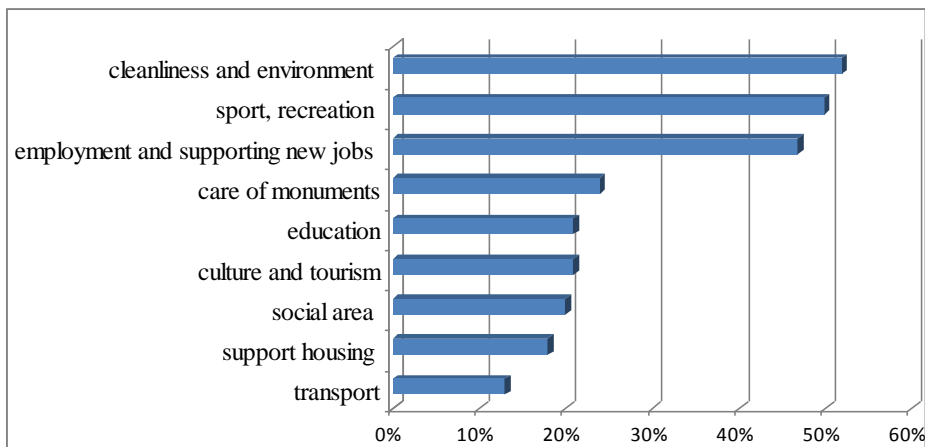
Graph 19: Bučovice in the future



(Source: own work)

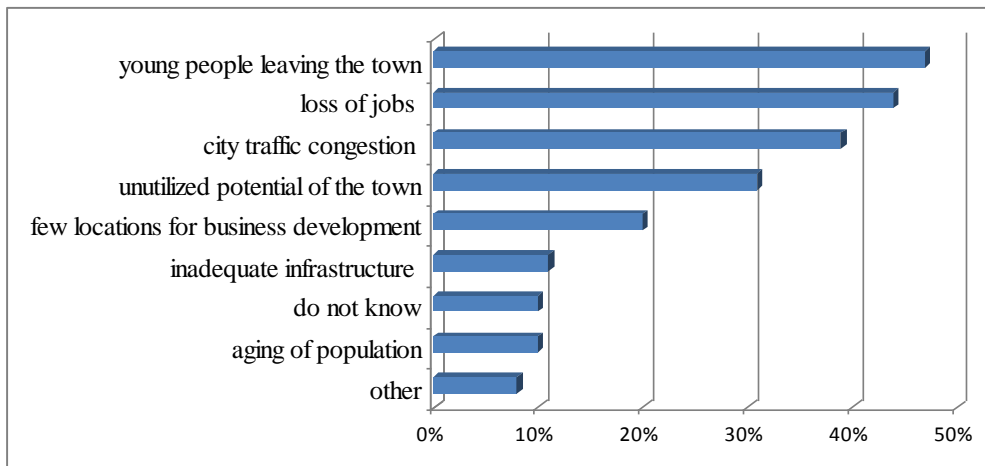
In this section, the citizens could express their idea of how Bučovice should look in the future. There were seven proposals of possible vision of the town. Among the proposed visions the calm town with comfortable living, green town as well as the quality of the environment and town with a rich cultural and social life dominates. Every fourth respondent has a vision in better jobs and business activities. Other suggestions were the town with a bypass and the town without minorities.

Graph No.20: Areas needed to develop to have a town of the future



It is not enough to say how the town should look in the future. It is important to find those areas that are needed to improve to fulfill to attain the vision. Respondents chose these areas to ensure better vision. It is about cleanliness and environment, sport and recreation and employment and supporting new jobs. Everyone can contribute to realizing this vision.

Graph 21: The future risks



(Source: own work)

Within this block of questions respondents were also asked what the greatest risks of the town's further development are. The greatest risks for the development are exodus of young people out of the town, loss of jobs and traffic congestion.

6 Discussion

Satisfaction with the quality of life or housing is a very subjective thing and we can assess it from different aspects. In this work, the satisfaction of Bučovice residents with quality of life and public services was analyzed. To evaluate the satisfaction of the local residents a questionnaire survey was used and its results helped to assess the level of public satisfaction with the quality of life in the town. The respondents were willing to answer questions about the job opportunities in Bučovice, health care, social events and educational organizations etc.

Based on the findings obtained by the questionnaire we can say that the quality of life in Bučovice is good. As for the questions, which deal with the satisfaction of residents and advantages of living in Bučovice, half of the respondents were satisfied with the nature and surroundings, access to health care and quality of education.

Near the town of Bučovice, there is Ždánice forest which offers residents and visitors of Bučovice the opportunity of recreation, walking and cycling. Many residents spend their free time also in Jírovcová alley and in the Castle garden, just sitting on benches, reading books and relaxing. The town is also adequately equipped with educational institutions. The area of education includes five kindergartens, two elementary schools and two high schools. There is accessible health care clinic with a large number of specialist doctors and rehabilitation. The Bučovice has a sufficient supply of social services. For the elderly people there is a retirement home and nursing care. The town is cultural centre with plenty of cultural, educational and social events. These include wine tasting, children's Day and the well known amateur theater festival of Miroslav Doležal. Sports facilities are also richly represented. In Bučovice there are many recreational facilities. Town's equipment will satisfy everyone, so we can tell that Bučovice are attractive for both its inhabitants and visitors. The town is definitely attractive for all age groups.

As a disadvantage, respondents indicated lack of jobs, missing bypass, reducing the number of shops with quality goods. In municipality, there are concerns and fear of the behaviour of other ethnic groups and well as concerns associated with drug users.

If the respondents got a chance to move out of town, the most important reason for their leaving would definitely be the lack of employment opportunities - says more than half of the respondents. Other reasons are not serious.

The residents had an opportunity to express their opinion on the town since 2011 on the town website. They just send a comment on the designated e-mail and their comments are published on the website and they are answered by the responsible person. They can draw attention to minor defects that occur in Bučovice and the office is able to repair them with minimal cost. This service is not designed for realization of repairs and reconstruction, which would require investment with higher costs.

Bučovice can be definitely a good place for living. Although there is dissatisfaction with safety, but this problem appears in each bigger town and this is not the reason for leaving the town. Transportation problem is not only in Bučovice. There are many municipalities which must face this problem. Everyone can choose whether they want to live in a small quiet village or in a town, which is equipped with everything that people need in their daily life. Bučovice has got capable representatives, who take into account views and comments of its residents and deal with the current situation. This thesis can serve as a further guidance for improvement of the situation in town.

7 Conclusion

The quality of life and satisfaction with public services may also affect the social status of people. Satisfaction with quality of life is influenced by many different aspects. For the purpose of this work, subjective view of the respondents was crucial.

The main objective of this thesis was to assess public satisfaction with the quality of life, housing and public services in Bučovice. Partial objectives were to define the basic concepts used in the work, to characterize the current state of the town, evaluate the evidence identified by the questionnaire survey and compile proposals for possible actions that would lead to greater satisfaction of the local residents.

To achieve the main objective of this thesis a questionnaire survey was used as an appropriate tool for gaining the required data. The survey took place in the town of Bučovice in February and March 2015 and was conducted with participation of 408 respondents. It was found out that the vast majority of the respondents is satisfied with living in Bučovice. Living conditions, cleanliness and noise level in the housing part was evaluated. The area of public amenities was found to be sufficient, but the respondents perceive negatively the activities of the municipal office.

The author drew on literature and also on related laws and relevant internet resources. Characteristics of the town Bučovice was compiled with the help of SWOT analysis, which clearly sets out the strengths and weaknesses of the reference entity, opportunities and threats.

What the residents proposed to improve in public spaces? Which area of care needs to be strengthened? Dealing with vandalism and necessity of intensive dog excrement cleaning. The town should also increase the number of containers for recycling and add litter bins in the streets. The respondents also require greater winter maintenance of sidewalks and roadways. Greater support of leisure time activities and freely accessible sports grounds were also suggested. Many young people would prefer a rock club, as well as rehearsal room for young bands and musicians. Some of the respondents non-smoking restaurants miss.

The Town Council of Bučovice should focus on these problematic areas in order to increase the satisfaction of the local residents. The councilors may undoubtedly influence the quality of life. They have an opportunity to decide on the allocation of resources from the town budget, they can also decide about what problematic areas will be solved to improve the current situation. The proposed measures may thus be referred to the municipality councilors, who will have the opportunity to become familiar with the problematic areas and will be able to contribute to the improvement of the life in the town of Bučovice. The realized survey should be a key matter to the council.

How should Bučovice look like in the future? As the most chosen vision dominates a calm town with comfortable living, a green town, a town with quality environment and a town with a rich cultural and social life. Bučovice definitely meets the vision of rich cultural and social life. The calm town with comfortable living can be ensured by realization of the bypass, increasing the security of the town by adding cameras and dealing with vandalism. The overall appearance of the town environment can be supported by regular cleaning of streets, maintenance of greenery, greater emphasis on more frequent garbage collection, adding containers. It should not be very difficult.

7.1. Recommendation for town council

Based on the evaluation of the questionnaire, some minor suggestions which could contribute to increasing citizen's satisfaction were determined.

1. Employment opportunities in town

Unemployment is one of the problems the town faces. The proposal can be the reconstruction of Brownfield UP factory. Looking for investors and reconstructing of this building might help to employ residents of Bučovice and inhabitants of the surrounding villages. Greater media coverage and support from the state budget as well as the grants from the European Union can help. Expanding production of the existing firms, retraining the workforce might become another suggestion.

2. Building up bypass

The traffic situation in Bučovice appears to be unbearable. The thousands of cars are passing through the town center every day. Although the road was reconstructed and there were established light controlled intersections and light transitions, the road is broader and clearer but the problem with trucks was not resolved. The road, which passes through the town, continues to be a source of excessive noise and emissions. There are a lot of destroyed or just temporarily repaired bridges. This problem should be taken into account by the council and resolved as soon as possible. Building up a bypass would have a great impact on improving the living conditions of inhabitants and the quality of the environment. There were also proposals of building a network of *cycling lanes*. People expressed interest to use other means of transport than cars to get around the town and its neighborhood.

3. Support for retailers

In the recent years, there are a decreasing number of shops with quality goods. The town should support retailers, provide them spaces with reduced rent, cooperation and assistance for businesses by obtaining state aid and grants. It can attract new business, maintain and enhance the competitiveness of local businesses and provide new opportunities for citizens of the town.

4. Maintenance of sidewalks, maintenance of roads

Winter and summer road maintenance should be increased together with regular repairing of local roads as some places are really in a terrible state (especially after winter). More frequent mowing of grasslands was suggested as well as ensuring gritting pavements in winter, regular and timely snow removal on public spaces of the town. Attention should be also paid to repairing sidewalks in the cemetery which are really dangerous especially for older people.

5. More containers for recycling, litter bins added in the streets, more intensive cleaning of dog excrement should be encouraged on the streets

There is the necessity of increasing the amount of brown bins for organic waste as there are insufficient quantities. The citizens would encourage more frequent collecting of waste because the containers are full up to the top. To ensure regular cleaning of dogs' excrements and add more baskets and bags for cleaning them would also help to improve the standard of living in the town. These should be added mainly in the centrum and the area along Litava river. The area of the Litava river is used by residents and their dogs very often. There is a really high number of dogs in Bučovice.

6. Freely accessible sports

Bučovice are equipped with sports facilities like play grounds, but some of them are not freely open to the public. It could be resolved by defining visiting hours for the citizens and thus giving them an opportunity to perform sport activities.

7. Possibilities for young talents

It was found out that *younger people would prefer rock clubs and rehearsal room for young bands and musician*. It can be solved by lending space in the cinema Brigáda and also by a chance of renting the necessary equipment to provide opportunities to perform such hobbies. We can help them by integrating these into the town agenda and cultural events.

8. To fight against vandalism

Try to stop hooliganism, destruction of the citizens' property and eliminating serious types of crime (drugs, stealing cars, residential robbery). There should be regular control

Municipal Police of Bučovice - the police should be more visible in the streets and the camera system in some other parts of town should be installed or extended.

9. More information of further development

Some residents would prefer greater awareness of further development of the municipality. Information should be mentioned in Bučovice newspapers, because they are accessible to all citizens as they are free. The cable TV is accessible only for some of the citizens.

7.2 Comparison of recommendations for Town Council with the Development plan of Bučovice

Each town tries to create most favourable conditions for living. This part serves as the comparison of the results obtained from the questionnaire survey with the Development plan created by the Town Council of Bučovice. The first three recommendations for the council correspond with the Development plan. The town council also proposes using the premises of UP for securing employment in Bučovice, building up a bypass to reduce the traffic burden on the town center and they also want to support services, but mainly certain types of specialized shops, for which the citizens must commute to Vyškov and Brno.

It is clear that the Development plan may not include all the areas. Some specific areas needed direct a depth communication with the residents. There are some problems that affect only some of them. In the questionnaire, they had an opportunity to comment on problems, which are not common to all residents, problems, which trouble especially different age groups. Younger people mentioned freely accessible sport and opportunities to express and encourage their talents. Older people mentioned reasons, why they do not feel safe in the town. All age groups have agreed to more frequent export of containers and cleaning dog excrement.

There is a very small number of people who are interested in attending regular council meetings. It can be due to lack of free time and keeping anonymity. In order to improve the living standards every town has the opportunity to do research and thus involve as many citizens as possible. Carrying out a research on the subject serves as an efficient way of gaining the necessary information on which the further development of a town might be based.

8 List of References

Literary sources

ANDRÁŠKO, Ivan. *Quality of Life: An Introduction to the Concept*. Brno: Masarykova univerzita, 2013.

BINEK, Jan a kol. *Synergie ve venkovském prostoru : Přístupy k řešení problému rozvoje venkovských obcí*. Brno: GaREP, spol. s r. o., 2010.

BRYCHTA, J. Počet obyvatel v Bučovicích ke dni 31.12. 2014, 2015a: Bučovické noviny. ročník 10. číslo 3. s.1

BRYCHTA, J. Přestupky ve městě v letech 2013-2014, 2015b: Bučovické noviny. ročník 10. číslo 3. s.2

BRYCHTA, J. Přistěhovaní a odstěhovaní v roce 2014, 2015c: Bučovické noviny. ročník 10. číslo 3. s.1

BRYCHTA, J. Odbor živnostenský úřad, 2015d: Bučovické noviny. ročník 10. číslo 3. s.2

COSTANZA, R. FISHER, B. ALI, S. et al. *Quality of life: an approach integrating opportunities, human needs, and subjective well-being*. Ecol Econ. 2007.

CUMMINS, R.A. (1997a) *The Comprehensive Quality of Life Scale - Intellectual Disability, Fifth Edition (ComQol-ID5): Manual*. Toorak: Deakin University School of Psychology.

DISMAN, M. *Jak se vyrábí sociologická znalost*. 3. vyd. Praha: Karolinum, 2009.

DĚDINA, J. CEJTHAMR, V. *Management a organizační chování: manažerské chování a zvyšování efektivity, řízení jednotlivců a skupin, manažerské role a styly, moc a vliv v řízení organizací*. 1. vyd. Praha: Grada, 2005.

DUFFKOVÁ, J. *Sociologie životního stylu*. Praha : Vydavatelství PA ČR, 2007.

DVOŘÁČKOVÁ, D. *Kvalita života seniorů*. 1. vyd. Praha: Grada Publishing, 2012.

FORET, M. *Marketingový průzkum*. 1. vyd., Computer Press, Brno, 2008.

HALEČKA, T. *Kvalita života a jej ekonomicko-environmentální rozmer: Kvalita života a lidská práva v kontextech sociálnem prace a vzdelávania dospelých*, Prešov: Filozofická fakulta Prešovskej univerzity v Prešove, 2002.

HENDL, J. *Přehled statistických metod: analýza a metaanalýza dat*. 3. vyd. Praha: Portál, 2009.

CHARVÁT, J. *Firemní strategie pro praxi*. 1. Vydání Praha: Grada Publishing, 2006.

- JESENSKÝ, J. Uvedení do rehabilitace zdravotně postižených. Praha: Karolinum, 1995.
- KRATOCHVÍL, Augustin. *Dějiny města Bučovic*. 1. vydání. Brno: Garn, 2011.
- KUBÁTOVÁ, Helena a Irena HEROVÁ. *Sociologie životního způsobu: příležitost pro změnu* .: Vyd. 1. Praha: Grada Publishing, 2010.
- KUBÁTOVÁ, Helena. *Sociologie životního způsobu: hlavní témata, současné přístupy*. Vyd. 1. Praha: Grada Publishing, 2010.
- LUKÁŠOVÁ, Růžena. a kol. Měření spokojenosti občanů s veřejnými službami jako součást řízení kvality v organizacích veřejného sektoru, první. Brno: Masarykova univerzita, Ekonomicko správní fakulta, 2009.
- MAJEROVÁ, Věra; KOSTELECKÝ, Tomáš; SÝKORA, Luděk. Sociální kapitál a rozvoj regionu. Příklad Kraje Vysočina. Praha: Grada Publishing, 2011.
- MAŘÍKOVÁ, H. PETRUSEK, M. *Velký sociologický slovník* II. svazek, P-Ž. 1. vyd. Praha: Karolinum, 1996.
- MOŽNÝ, Ivo. Česká společnost: nejdůležitější fakta o kvalitě našeho života. Vyd. 1. Praha: Portál, 2002.
- OCHRANA, František. *Veřejné služby: jejich poskytování zadávání a hodnocení*. Praha: Ekopress, 2007.
- PAYNE, Jan. *Kvalita života a zdraví*. Vyd. 1. V Praze: Triton, 2005.
- PEKOVÁ, Jitka. *Veřejná správa a finance veřejného sektoru: II. svazek P-Z. 2.,* přeprac. vyd. Praha: ASPI, 2005.
- PHILLIPS, David. *Quality of life: concept, polity and practice*. 2 Park Square, Milton Park, Abingdon, Oxon : Routledge, 2006.
- POŠVÁŘ, Zdeněk a Jiří ERBES. *Management I*. Brno: Mendelova zemědělská a lesnická univerzita v Brně, 2008.
- PUNCH, K. *Úspěšný návrh výzkumu*. 1. vyd. Praha: Portál, 2008.
- PŮČEK, Milan. *Měření spokojenost v organizacích veřejné správy – soubor příkladů* . Praha: Ministerstvo vnitra České republiky, 2005.
- REICHEL, J. *Kapitoly metodologie sociálních výzkumů*. 1. vyd. Praha: Grada, 2009.
- ŘEHULKOVÁ, Oliva. *The quality of life in the contexts of health and illness*. Brno: MSD, 2008.
- SMOLÍK, J. *Subkultury mládeže*. 1. vyd. Praha: Grada Publishing, 2010.

SVOBODOVÁ, H., KONEČNÝ, O., BINEK, J., CHABIČOVSKÁ, K., HOLEČEK, J., GALVASOVÁ, I., VĚŽNÍK, A., HYNEK, A. Synergie ve venkovském prostoru. 1. vyd. Brno: GaREP, spol. s r.o., 2011.

ŠTENCLOVÁ, Šárka. *Občanské vybavení v ekologických souvislostech*. 1. vyd. Praha: VÚVA, 1991.

TOMÍŠEK, Pavel. *Občanské vybavení: Definice občanského vybavení. Ústav územního rozvoje*, 2010. Dostupné z WWW: <<http://www.uur.cz/images/5-publikacni-cinnost-a-knihovna/internetove-prezentace/principy-a-pravidla-uzemniho-planovani/kapitolaC-2011/C4-20101115.pdf>>.

VAŽUROVÁ, H., MÜHLPACHR, P. *Kvalita života: teoretická a metodologická východiska*. 2005. Brno: Masarykova univerzita.

VAŽUROVÁ, H.: Sociální aspekty kvality života v onkologii, 2006. Brno: MSD Brno

VAŠTIKOVÁ, Miroslava. *Marketing služeb – efektivně a moderně*. Praha: Grada publishing, 2008.

Velký sociologický slovník. Vyd. 1. Praha: Karolinum, 1996.

WARREN FLINT, R. *Practice of Sustainable Community Development: A Participatory Framework for Change*. New York: Springer, 2013.

ZEITHAML, Valerie A., A. PARASURMAN a Leonard L. BERRY. *Delivering quality service*. New York: The Free Press, 1990.

Legislation:

Zákon č. 128/2000 Sb., O obcích, ve znění pozdějších předpisů

Zákon č. 183/2006 Sb., Stavební zákon, ve znění pozdějších předpisů

Internet resources:

Bučovice - official website of the town. [online]. 2015 [cit. 01.03.2015]. Available from: <http://www.bucovice.cz/>

Bučovice, *Plán rozvoje města* [online]. 2015 [cit. 01.03.2015]. Available from: <http://www.bucovice.cz/plan-rozvoje-mesta-bucovice/d-16419>

Czech Statistical Office. CSO [online]. 2015 [cit. 01.03.2015]. Available from: <http://www.czso.cz/xb/redakce.nsf/i/home>

Forest management Bučovice. [online]. 2015 [cit. 01.03.2015]. Available from: <http://www.lesycr.cz/lis141/charakteristika/Stranky/charakteristika.aspx>

HOLAS P., *Kvalita života – různé koncepty* [online]. 2015 [cit. 01.03.2015], dostupné z: holas.xf.cz/vse/5HP400.doc

Mapy.cz. [online]. 2015 [cit. 2015-03-02]. Available from: <http://mapy.cz/zakladni?x=17.0012569&y=49.1474679&z=14>

ÚSTAV ÚZEMNÍHO ROZVOJE, MMR, *Principy a pravidla územního plánování*, [online]. 2015 [cit. 01.03.2015]. Available from: <http://www.uur.cz/default.asp?ID=2571>

List of Abbreviations

CSO (Czech Statistical Office)

CPSS (Community plan of social services)

MLSA (Ministry of Labour and Social Affairs)

WHO (World Health Organization)

Etc. (et cetera)

E.g. (for example)

List of Figures

Picture 1: Map of Bučovice and local parts

Picture 2: Symbols of the town

Picture 3: Abandoned area of former factories UP BUČOVICE

List of Graphs

Graph 1: Population development from 2004 to 2013.

Graph 2: Development of unemployment in Bučovice from 3/2014 to 2/2015

Graph 3: The structure according to the length of living in Bučovice

Graph 4: The structure of the respondents by age

Graph 5: The structure of the respondents by economic activity

Graph 6: The structure of the respondents by education

Graph 7: Advantages of living in Bučovice

Graph 8: Disadvantages of living in Bučovice

Graph 9: Transport in the town, the largest problems

Graph 10: The most environmentally harmful factors

Graph 11: The area of public spaces and the proposal of strengthen

Graph 12: Safety in Bučovice

Graph 13: Causes of not feeling safe

Graph 14: Where do the respondents spend the majority of the working day

Graph 15: The reasons for moving out of town

Graph 16: How to improve the leisure offer

- Graph 17: Types of missing information
Graph 18: Method of obtaining information
Graph 19: Bučovice in the future
Graph 20: Areas needed to develop to have a town of the future
Graph 21: The future risks

List of Tables

- Table 1: Population structure in Bučovice by sex to 31. December, 2014
Table 2: Major employers
Table 3: Offenses within the town Bučovice in 2013-2014
Table 4: SWOT analysis of Bučovice
Table 5: The structure of respondents by economic activity

List of Appendixes

- Appendix 1: Questionnaire of quality of life and public services in Bučovice
Appendix 2: Development plan of Bučovice
Appendix 3: The State Castle in Bučovice
Appendix 4: The Church of Nanebevzetí Panny Marie
Appendix 5: Jewish cemetery
Appendix 6: The sport stadium
Appendix 7: Cinema Brigáda

Appendix 1: Questionnaire of quality of life and public services in Bučovice

Vážení občané,
obracím se k Vám s prosbou o vyplnění následujícího dotazníku, ve kterém se zabývám kvalitou života ve městě Bučovice a spokojeností s veřejnými službami. Vyplněním dotazníku máte možnosti vyjádřit se k dění ve Vaší obci, případně pomoci ke zlepšení situace. Dotazník je zcela ANONYMNÍ a veškeré údaje, které vyplníte, budou použity pouze pro účely zpracování diplomové práce. Vyplnění dotazníku Vám zabere 10 minut.
Velice Vám děkuji za Vaši ochotu a spolupráci!

Dotazník zpracovala studentka Fakulty regionálního rozvoje a mezinárodních studií obor Regional development Mendelova univerzita v Brně.

Kontaktní údaje:

jméno: Bc. Kateřina Machálková

univerzita: Mendelova, FRRMS

období: únor, březen 2015

1. Jak dlouho žijete ve městě Bučovice?

0-10 let 10-20 let 20-30 let 30-40 let 40-50 let 50 a více

2. Co považujete za přednosti života v Bučovicích? (vyberte max. 3 odpovědi)

| | |
|---|---|
| <input type="checkbox"/> bohatá historie | <input type="checkbox"/> dostupnost lékařské péče (poliklinika) |
| <input type="checkbox"/> významné památky | <input type="checkbox"/> možnost sportování ve městě |
| <input type="checkbox"/> příroda v okolí | <input type="checkbox"/> možnost kulturního vyžití ve městě |
| <input type="checkbox"/> kvalita středního školství | <input type="checkbox"/> kvalitní životní prostředí |
| <input type="checkbox"/> otevřenost vedení města | <input type="checkbox"/> jiné..... |

3. A naopak, co považujete za nedostatky? (vyberte max. 3 odpovědi)

| | |
|--|---|
| <input type="checkbox"/> nedostatek pracovních příležitostí | <input type="checkbox"/> dojíždění za prací mimo Bučovice |
| <input type="checkbox"/> chybí obchvat města | <input type="checkbox"/> čistota města (nepořádek, odpadky) |
| <input type="checkbox"/> snižující se počet obchodů s kvalitním zbožím | <input type="checkbox"/> kriminalita ve městě |
| <input type="checkbox"/> málo rozvojových ploch ve městě (pro podnikání) | <input type="checkbox"/> jiné |
| <input type="checkbox"/> nedostatečná kapacita mateřských škol | <input type="checkbox"/> nevím |
| <input type="checkbox"/> nedostatek sociálních služeb | |
| <input type="checkbox"/> stav infrastruktury | |

DOPRAVA VE MĚSTĚ (vyberte max. 3 odpovědi)

4. Jaké jsou podle Vás největší domácí problémy v Bučovicích?

| | |
|--|---|
| <input type="checkbox"/> stav a údržba vozovek | <input type="checkbox"/> provázanost druhů veřejné dopravy |
| <input type="checkbox"/> zatížení města dopravou | <input type="checkbox"/> současný stav železniční stanice |
| <input type="checkbox"/> špatné dopravní značení | <input type="checkbox"/> nedostatek cyklistických tras ve městě |
| <input type="checkbox"/> problémy s parkováním | <input type="checkbox"/> dopravní situace je dobrá |
| <input type="checkbox"/> stav a údržba chodníků | <input type="checkbox"/> jiné... |

ŽIVOTNÍ PROSTŘEDÍ A ČISTOTA

6. Co podle Vás nejvíce zhoršuje kvalitu životního prostředí v Bučovicích? (vyberte max. 3 odpovědi)

| | |
|--|--|
| <input type="checkbox"/> hluk pocházející z dopravy | <input type="checkbox"/> problémy s tříděním odpadu |
| <input type="checkbox"/> hluk v okolí nočního podniku | <input type="checkbox"/> životní prostředí je kvalitní |
| <input type="checkbox"/> znečištění ovzduší | <input type="checkbox"/> nevím |
| <input type="checkbox"/> nakládání s nebezpečnými odpady | |

7. Kterou oblast péče o veřejná prostranství navrhuje posílit? (vyberte max.3 odpovědi)

- | | |
|---|--|
| <input type="checkbox"/> pravidelný úklid ulic | <input type="checkbox"/> úklid psích exkrementů |
| <input type="checkbox"/> přidat odpadkové koše v ulicích | <input type="checkbox"/> boj s vandalismem (ničení zeleně, graffiti) |
| <input type="checkbox"/> zlepšit údržbu či obnovu veřejné zeleně | <input type="checkbox"/> častěji vyvážet kontejnery na tříděný odpad |
| <input type="checkbox"/> zimní údržba chodníků | <input type="checkbox"/> jiné, vypište..... |
| <input type="checkbox"/> zimní údržba vozovek | <input type="checkbox"/> nevím |
| <input type="checkbox"/> častěji vyvážet popelnice s komunálním odpadem | |

BEZPEČNOST VE MĚSTĚ

8. Cítíte se ve městě bezpečně?

- ano (přejděte na otázku č.10)
 ne
 nevím (přejděte na otázku č.10)

9. Proč se necítíte bezpečně? (vyberte max.3 odpovědi)

- | | |
|---|--|
| <input type="checkbox"/> problémy s bezpečností dopravy | <input type="checkbox"/> špatné pouliční osvětlení |
| <input type="checkbox"/> nevhodné chování mladistvých | <input type="checkbox"/> nedostatečná činnost Policie ČR |
| <input type="checkbox"/> obavy spojené s uživateli návykových látek | <input type="checkbox"/> obavy z jiných etnických skupin |
| <input type="checkbox"/> jiné, vypište..... | <input type="checkbox"/> nevím |

ŽIVOT VE MĚSTĚ

10. Kde trávíte převážnou část pracovního dne?

- přímo ve městě nebo nejbližším okolí-do 10 km (mám zde práci, školu apod)
 ve vzdálenějších městě či obci (vyjíždím za prací či studiem)
 různě, ve městě i mimo něj

11. Představte si, že by se Vám naskytla možnost odstěhovat se z města. Jaké by byly důvody pro Vaše odstěhování?(vyberte max. 3 odpovědi)

- | | |
|---|--|
| <input type="checkbox"/> nízké výdělky ve městě a okolí | <input type="checkbox"/> nespokojenost s bezpečností ve městě |
| <input type="checkbox"/> nedostatečné pracovní uplatnění ve městě | <input type="checkbox"/> nevyhovující životní prostředí ve městě |
| <input type="checkbox"/> nedostatek kulturního vyžití a trávení vol. času | <input type="checkbox"/> nedostupné potřebné sociální služby |
| <input type="checkbox"/> nespokojenost se stávajícím bydlením | <input type="checkbox"/> láká mě jiný styl života |
| <input type="checkbox"/> nedostatečná podpora rodin s dětmi | <input type="checkbox"/> jiné..... |
| <input type="checkbox"/> nevím | |

12. Které z následujících volnočasových aktivit nebo zařízení byste ve městě více podporoval/a? (vyberte max. 3 odpovědi)

- | | |
|--|---|
| <input type="checkbox"/> volně přístupné sportoviště | <input type="checkbox"/> nekuřácká restaurace |
| <input type="checkbox"/> možnost přírodního koupání | <input type="checkbox"/> rockový klub |
| <input type="checkbox"/> veřejná prostranství pro setkávání lidí | <input type="checkbox"/> zkušebna pro začínající kapely |
| <input type="checkbox"/> hřiště pro osoby se zdravotním handicapem | <input type="checkbox"/> nic není potřeba, stav je dostatečný |
| <input type="checkbox"/> zlepšení služeb knihovny (přednášky, nabídka) | <input type="checkbox"/> jiné..... |
| <input type="checkbox"/> nevím | |

INFORMOVANOST

13. Jaký typ informací postrádáte? (vyberte max. 3 odpovědi)

- | | |
|---|---|
| <input type="checkbox"/> informace o dalším rozvoji města | <input type="checkbox"/> informace o sportovních akcích |
| <input type="checkbox"/> informace o službách radnice | <input type="checkbox"/> informace pro podnikatele |
| <input type="checkbox"/> informace o sociálních službách | <input type="checkbox"/> žádné |
| <input type="checkbox"/> informace o kulturním dění | <input type="checkbox"/> nevím |

14. Jestliže potřebujete získat informace o dění ve městě, z jakých zdrojů tyto informace získáváte? (vyberte max. 3 odpovědi)

- | | |
|---|--|
| <input type="checkbox"/> přátelé, známí | <input type="checkbox"/> plakáty, vývěsky |
| <input type="checkbox"/> kontakty se zastupitel | <input type="checkbox"/> kabelová televize |
| <input type="checkbox"/> zpravodaj radnice | <input type="checkbox"/> účast na jednání zastupitelstva |
| <input type="checkbox"/> úřední deska | <input type="checkbox"/> internet |
| <input type="checkbox"/> informace nevyhledávám | <input type="checkbox"/> jiné(vypište)..... |

ROZVOJ MĚSTA

Následující otázky se zabývají rozvojem města. Máte zde možnost vyjádřit svoji představu o tom, jak by měly Bučovice vybadat v budoucnosti a co je pro to potřeba udělat.

15. Čím by se podle Vás měly Bučovice stát v budoucnu? (vyberte max. 3 odpovědi)

- | | |
|--|--|
| <input type="checkbox"/> městem zeleně a kvalitního ŽP | <input type="checkbox"/> významným turistickým centrem |
| <input type="checkbox"/> klidným městem pro příjemné bydlení | <input type="checkbox"/> městem otevřeným pro nové obyvatele |
| <input type="checkbox"/> městem s kvalitními službami občanům | <input type="checkbox"/> jiné(vypište)..... |
| <input type="checkbox"/> městem pracovních příležitostí | <input type="checkbox"/> nevím |
| <input type="checkbox"/> městem, kde radnice naslouchá občanům | <input type="checkbox"/> městem pracovních příležitostí |
| <input type="checkbox"/> městem s bohatým kulturním a společenským životem | |

16. Které oblasti je potřeba prioritně rozvíjet proto, aby město bylo takové, jaké ho chcete mít?

- | | |
|---|--|
| <input type="checkbox"/> čistota a životní prostředí | <input type="checkbox"/> podpora bytové výstavby |
| <input type="checkbox"/> sociální oblast | <input type="checkbox"/> péče o památky |
| <input type="checkbox"/> zaměstnanost a podpora nových míst | <input type="checkbox"/> kultura a cestovní ruch |
| <input type="checkbox"/> školství | <input type="checkbox"/> sport, rekreace |
| <input type="checkbox"/> doprava | <input type="checkbox"/> jiné(vypište).... |
| <input type="checkbox"/> nevím | |

17. Co považujete za největší rizika rozvoje města? (vyberte max. 3 odpovědi)

- | | |
|--|--|
| <input type="checkbox"/> úbytek pracovních příležitostí | <input type="checkbox"/> nedostatečná infrastruktura |
| <input type="checkbox"/> odchod mladých lidí z města | <input type="checkbox"/> zahlcení města dopravou |
| <input type="checkbox"/> stárnutí populace | <input type="checkbox"/> jiné(vypište).... |
| <input type="checkbox"/> málo lokalit pro rozvoj podnikání | <input type="checkbox"/> nevím |
| <input type="checkbox"/> nevyužitý potenciál města | |

ZÁVĚREČNÉ OTÁZKY

18. V současné době jste?

- | | |
|--|---|
| <input type="checkbox"/> pracující/zaměstnanec | <input type="checkbox"/> v domácnosti |
| <input type="checkbox"/> student/ka | <input type="checkbox"/> v invalidním důchodu |
| <input type="checkbox"/> podnikatel/ka | <input type="checkbox"/> nezaměstnaný |
| <input type="checkbox"/> důchodce | |

19. Jaký je Váš věk?

- | | | |
|------------------------------------|------------------------------------|-------------------------------------|
| <input type="checkbox"/> 18-30 let | <input type="checkbox"/> 43-54 let | <input type="checkbox"/> 67-78 let |
| <input type="checkbox"/> 31-42 let | <input type="checkbox"/> 55-66 let | <input type="checkbox"/> nad 78 let |

20. Jaké je Vaše nejvyšší dokončené vzdělání?

- základní
 střední bez maturity / vyučený
 střední s maturitou nebo vyšší odborné
 vysokoškolské

21. Pohlaví

- muž žena

Appendix 2: Development plan of Bučovice

The Development plan of Bučovice is processed for a period of six years. This interval is dependent on the financial conditions of the town. Development plan describe and analyze individual areas within the town as a functional unit. It is intended for the general public (e.g. the town citizens, businesses and companies in town, investors and infrastructure owners). The aim is to provide a vision of development in the next period.

Outline of the development concept of the town

1. SWOT analysis

2. Housing

Include description of the current situation and development objectives of the housing. Plan expanding the number of existing sites for housing, reconstruction of the existing housing stock and gradually reconstruction of some unused buildings owned by the town and inclusion in the housing stock.

3. Manufacturing and Services

Economic potential is historically focused mainly on primary production, on forest production and agricultural production. For production activities, existing area should be used as a priority. The town will promote integration of existing "brownfields", which will require negotiations and cooperation of the town, investors and owners. These include e.g. area of former UP factory and area of the former Agrostav. It has mainly economic reason with aim to improve employment opportunities and actively promote the development of production.

The development of services has a direct impact on the satisfaction of resident's quality of life. The town's priority is expansion and improvement of business services. It includes certain types of specialized shops, for which citizens must commute to Vyškov and Brno. Another chapter is suitable for the extension of culture. In 2013 was reconstructed cinema Brigáda. The building owned by the town will be intensively used for cultural and social events. Quite a large proportion of the town's activities will be associated with the maintenance of the existing facilities in terms of services provided for residents.

Picture 3: Abandoned area of former factories UP BUČOVICE



Source: BUČOVICE, official website of the town

4. Social services, education, health

In the area of social services, education and health is town Bučovice in position of founder of organizations and will continue to support them. The essential task is to ensure sufficient financial resources for operation, maintenance and expansion activities associated with these services.

Health center in Bučovice provides care to individual's municipalities in the region Bučovicko. There is plan for improving and upgrading facilities, e.g. electronic information system (ordering system), acquisition Sonographic machine.

The demographic development shows that in the school years 2013/2014 will be a shortage of places. To meet the demand of the population will be increasing capacity by opening new kindergarten for 28 children at school Elementary School 710th. In 2015/2016 is expected decline in the population of preschool age so the capacity of kindergartens in our village of about 190 seats will be sufficient.

The recent insulation of the building of Elementary School 710, evaluated and implemented measures to reduce energy consumption. The requirement of JMK is irreversible rebuilding and equipment of school kitchen and other recommendations made by JMK is connected with inclusion of people with disorders of movement to accessible building. The possibility of obtaining grant funds will be considered.

Leadership of Elementary School 711 has worked a project study for the construction of outdoor sports complex that would solve the current lack of sports fields. In the 6-year period realization such as reconstruction of student locker, modernization of specialized classrooms, new ICT technology, renewal classroom equipment and cabinets.

Community plan of SOCIAL SERVICES IN BUČOVICE

Community plan describes the cooperation of contracting authorities (municipality) with users (clients) and providers (various organizations) social services in the creation of the plan, negotiations on the future type of services and implementation of specific actions and common goal to ensure access to quality social services.

Benefit process of CPSS supposed to be:

- elaborate system of social services at the local level, which continuously responds to the needs of users and ensures efficient spending of resources
- promote dialogue between all types of actors
- increase the quality and range of the services

5. Infrastructure

During the years 1996 - 2009 was prepared documentation of relocation of road I / 50 under the current spatial plan, which was gradually expanded and updated. During the discussion has shown insurmountable obstacles. Complaints and petitions of citizens, approximately of 150 affected subjects and it was not possible to obtain a favorable opinion. Based on this fact, the further preparation of the construction was stopped. As part of the research study, conducted by company Linio, s. r. o., were examined various options. All work of the research study was sent to representatives of the ŘSD ČR.

6. Environment

Bučovice green and healthy town

In the urban, there will be gradual revitalization of green area, but not only in the existing park locations (Kalvárie, Jírovcová alley, Castle Garden, Hájek), but gradually establishing new green areas and alley of the low-to-medium trees especially near the town center. Enriching of the central zone of the planning adjacent greenery will allow to dwellers use the newly created park for active recreation and improving environment in town, which will be in symbiosis with nature. (Bučovice, official website of the town)

This document was approved at the council meeting and was prepared for a period of six years and is valid until its updates.

December 10, 2013

Appendix 3: The State Castle in Bučovice



(Bučovice: the official website of the town)

Appendix 4: The Church of Nanebevzetí Panny Marie



(Bučovice: the official website of the town)

Appendix 5: Jewish cemetery



(Bučovice: the official website of the town)

Appendix 6: The sport stadium



(Bučovice: the official website of the town)

Appendix 7: Cinema Brigáda



(Bučovice: the official website of the town)