

Sustainable Rural Development and Human Resources in a Selected Local Society in the Czech Republic

Milan DOUŠA

PhD. Pavol Jozef Šafárik University in Košice, Faculty of Public Administration.
Department of Economics and Management of Public Administration. Popradská 66,
040 11 Košice

Abstract

The current and Europe-wide problem is the transformation of the agricultural sector, depopulation in rural areas, the departure of young people to cities, and the danger of reducing the preconditions for sustainable development in these areas. The aim of the article is to outline a model of the viable countryside, which would not be based on massive subsidies but would be self-sufficient, would not worsen the quality of the environment, and would have a sustainable future based on human resource development in a particular local society in the Czech Republic. The result of the article is a draft recommendation for sustainable rural development in a specific local society in the Czech Republic, based on the observations and results of 3 types of questionnaires applied in this society. This paper is part of the solution of Project VEGA 1/0837/21 “Spatial and Temporal Aspects of EU Cohesion Policy: Lessons Learned and Future Perspectives”.

Keywords: sustainable rural development, society, municipality, countryside, human resources

Introduction

The countryside is a specific part of the living space where diverse environmental, economic, and social elements intersect (Chambers 2013). In the past, the countryside was characterized by agricultural production and forestry. However, with advancing technical progress, the share of the agricultural economy in society's total economic production is changing, and the number of people needed to provide sufficient food is also declining. The redundant workforce is

gradually moving from agriculture and forestry to the industrial or services sector, whose production is growing rapidly (Vošta 2010). At present, most economically active people in rural communities no longer work in agriculture or in their place of residence. The future importance of agriculture and forestry, in addition to the traditional production pillar, is likely to lie more significantly in the area of services for the protection and creation of the environment. The reflection

of the diversity and multi-layered nature of the rural area is the equally rich number of institutions influencing, developing, or solving the individual components or problems of this area. These entities strive for the development of various aspects of the countryside - to increase the quality of life, human resource development, business development. In their activities, they use a wide range of tools and direct relatively considerable resources to the countryside. The key issue of rural development or at least stabilization is understanding the relationships between its components, ie understanding the relevant interactions between socio-economic living conditions, their reflection in a certain settlement structure, agriculture and forestry as a traditional sector, and other business in rural areas, namely all in accordance with the principles of sustainable development.

Rural development based on these sustainability principles is very difficult and more specific today. Its complexity and specificity lie not only in ensuring certain economic and social standards (energy supply, mobility, communications, etc.) but also in the fact that maintaining the landscape contributes both to the community's resilience to natural disasters and to preserving life-supporting environmental functions. It follows that standard industrial approaches cannot be used to ensure the economic development of a rural area. It is necessary to think about and select such fields and activities that would meet the criteria of development of the area while meeting the requirements for the preservation of the natural environment (Delbaere 2003). According to Ing. Eva Šimková PhD., One of the activities that could help sustainable rural development in rural tourism.

However, it should accept the requirements of sustainable tourism. The concept of sustainable tourism covers all types of tourism, which ensure the environmental, social, and economic integrity of the site, thus maintaining and balancing the permanently good state of natural and cultural resources according to the stated principles of sustainability (Šimková 2008).

The signatories of the Aalborg Charter for Sustainable Cities state that: "The idea of sustainable development helps us to base our standard of living on sustainable natural capacity. We strive for social justice, a sustainable economy and the environment. Social justice will necessarily have to be based on economic sustainability and human justice, which require sustainable environmental development. Environmental sustainability means protecting natural resources, and requiring that the level of use of renewable raw materials, water and energy resources does not exceed the level at which they can still be restored by natural systems, and that our level of consumption of non-renewable resources does not exceed the level at which they can be replaced by renewable sustainable development. Environmental sustainability also means that the level of pollutants emitted does not exceed the ability of air, water and soil to absorb and process them. Last but not least, within the framework of environmental sustainability, it is necessary to protect diversity, human health and air, water and soil quality at a level that suits human life and its existence, as well as animal and plant life for all (Douša 2018).

The main characteristics of the position of municipalities in the settlement

Sustainable Rural Development and Human Resources in a Selected Local Society in the Czech Republic

system and the factors influencing the possibilities of their development are generally considered to be the size and geographical location. Size is usually considered as a simple population (Musil, Müller 2008) or its modification in combination with the number of job opportunities or the structure of economic activities (HAMPL 2005). Geographical location as an indicator of relative position to superior regional centers is a combination of the vertical hierarchical structure of the settlement system and the spatial (horizontal) arrangement of its parts. Despite the focus of this work only on rural municipalities, specifically the municipality of Ctiněves, it can be expected that this factor will be reflected in the characteristics of municipalities with regard to their different distances to metropolitan and other centers (Perlín, Kučerová, Kučera 2010).

Rural regions are characterized by a lower proportion of the working age population. The lowest share of the working age population is in the smallest municipalities - up to 100 inhabitants (Vošta 2010). Rural depopulation stopped, which was caused, for example, by the construction of family houses around large cities and the emergence of dense satellite development. However, the countryside is still threatened by the migration of young people to cities due to the lack of job opportunities (Holeček, Binek, Galvasová, Chabičovská, Svobodová 2009). In the Czech Republic, rural municipalities are considered to be municipalities with less than 2,000 inhabitants, which represent 89.82% of all municipalities and manage the territory of 73.6% of the state area. Only a quarter of the population lives in them. The area of NUTS 3 rural regions in

the Czech Republic is 78,370.9 km² and there are about 9.05 million inhabitants, ie 88.55% of the state's population. (Holátová, Krninská 2012).

The European Union's 2014-2020 programming period brings with it a number of new approaches. One of the key changes is the strengthening of the territorial dimension, ie the territorial targeting of individual development instruments. Part of the territorial dimension is the application of the so-called integrated tools, which serve for a more coherent development of urban and rural regions. The Czech Republic has three integrated tools for the EU programming period 2014-2020: Community-led local development (CLLD), Integrated Territorial Investments (ITI), Integrated Territorial Development Plans (IPRÚ) (Binek, Chmelař, Šilhan, Svobodová, Synková, Šerý, Galvasová, Bárta 2015).

The European Commission approved the final version of the basic programming document of the Rural Development Program of the Czech Republic for the period 2014-2020 on 26 May 2015. Thanks to the Rural Development Program, almost EUR 3.5 billion (more than 96 billion crowns) will go to Czech agriculture in 2014-2020. Of this, EUR 2.3 billion (CZK 62 billion) will come from EU sources and EUR 1.2 billion (CZK 34 billion) from the Czech budget. The main objective of the program is to restore, preserve and improve ecosystems dependent on agriculture through, in particular, agri-environmental measures, investments for competitiveness and innovation of agricultural enterprises, support for the entry of young people into agriculture or landscape infrastructure. The

main objective of the program is to restore, preserve and improve ecosystems dependent on agriculture through, in particular, agri-environmental measures, investments for competitiveness and innovation of agricultural enterprises, support for the entry of young people into agriculture or landscape infrastructure (SAIF 2020).

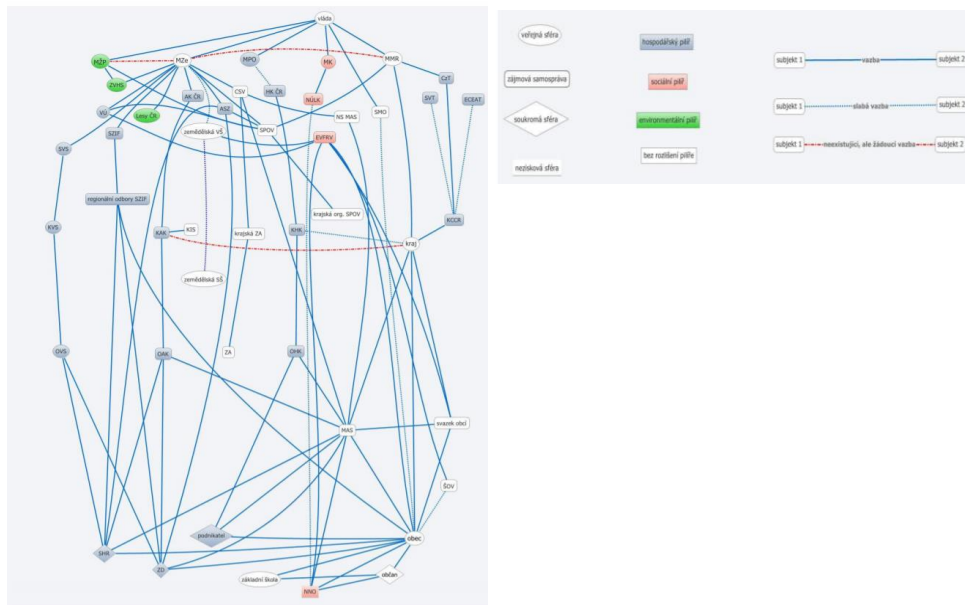
Rural development instruments are very diverse and basically cover the whole necessary spectrum of areas. However, their application to the territory is often problematic, which usually takes place centrally and across the board, without distinguishing between the different types of rural regions. In order to maximize the effects of the application of development tools (conceptual, institutional, factual, financial, socio-psychological), it is desirable to accept these differences so that specific problems in a given area can be solved as effectively as possible (GaREP 2020).

The results of the research project of the Ministry of Agriculture of the Czech Republic QH82249 "Synergies in the approach to rural development: design of a structured complex of procedures, measures, and tools to support a higher quality of life and entrepreneurship in the agricultural sector by improving the activities of institutions influencing this development" show an ideal model of rural development actors 1), which is based on the knowledge gained during the activities of the Synergy project in 2008 and 2009.

Key institutions (actors are understood as entities that actively participate in rural development or agriculture). These are entities that have a direct impact on placeholders in the territory. Impacts lead to an improvement in the quality of life of the population, business conditions, contribute to the improvement of facilities, etc.

Every rural municipality strives to be attractive to the inhabitants, to which the new concept of the so-called Smart Village (smart villages) contributes, which respond to the needs of the inhabitants and contribute to improving the quality of life in the area through sustainable, resilient and inclusive development (Visvizi , Lytras, Mudri 2019). The obvious fact of the negative demographic aging of the population of rural areas is, however, it seems unstoppable, especially in areas that are very far from satellite large cities. This fact mainly concerns border municipalities and municipalities in remote regions. However, municipalities that are immediately adjacent to nearby cities can compete with these areas in terms of quality of life and may not be depopulated, on the contrary. An example is the researched village of Ctiněves, which is located in the beautiful surroundings of Podřipsko in the immediate vicinity of Mount Říp and at the same time in close proximity to the town of Roudnice nad Labem, which is connected to the capital city of Prague by available technical infrastructure.

Picture 1: Model of rural development actors



Source: Research project of the Ministry of Agriculture of the Czech Republic QH82249, 2015

Area of applied research

The village of Ctiněves derives its name from the name Česta (Čestina ves) or from the equivalent of the word honor. According to legend, the name comes from worship - the reverence of the mythical tomb of the mythical ancestor of Bohemia, near which a village was later built. The red-marked hiking trail leading from Roudnice nad Labem through the peak of Říp to Jeviněves, Mlčechvost and Kralup passes through the village of Ctiněves. The dominant feature of the village is the church of St. Matthew, which dates from the 13th century. It is of Romanesque origin and has been rebuilt several times. The village of Ctiněves, located below the south-eastern slopes of Říp (458 m above sea level) - Podřípsko, probably belongs to the localities that were inhabited in the distant past. The findings of Václav Krolmus from the middle of the 19th century and dr. Glaziers from the National Museum in Prague in 1969. The first written mention of the village dates back to

1318 in connection with the comment of Blahut of Ctiněves. According to the record, Radoslav and his son Racek farmed here on their farm in 1384, and Mikeš of Újezd in 1388 (Geocaching 2005).

The memorable Říp has always been a mental reinforcement or consolation for the whole nation. Therefore, he witnessed events of national importance. This was also the case on May 10, 1868, when the people's camp was called to Říp. Several well-known speakers took turns here, who used their speeches to strengthen the Czech national self-confidence. Then tens of thousands of participants crossed to the Ctiněvská side of Mount Řípa, where the citizens placed a stone destined for the base of the National Theater in Prague on a horse-drawn carriage. The richly crowned stone was taken to Prague in a procession, where he arrived after a two-day journey. This event was commemorated when the National Theater reopened on November 18, 1983.

The village of Ctiněves is located in the district of Litoměřice (LAU 1) in the Ústí nad Labem Region (NUTS 3), Northwest (NUTS 2), approximately six kilometers southeast of Roudnice nad

Labem, at the foot of Mount Říp. Ctiněves is located in a region that is considered to be the least developed in terms of GDP/capita.

Picture 2: Distance of the village to the catchment area of Roudnice nad Labem



Source: ČSÚ 2019

According to the Czech Statistical Office, 336 inhabitants live in it. According to the data on the official website of the municipality, the population is currently 307. Of these, 16 are unemployed. This means that 95.24% of the population is employed. After the Second World War, the population decreased, which subsequently began to grow only in 1991. Since 2001, there has been a slight increase in population to the current 336 inhabitants of the village Ctiněves. The village has an almost

balanced demographic structure in terms of gender, which is 162 men and 174 women. The increase in population is mainly due to the migration of families to the catchment area from the town of Roudnice nad Labem, which is only 8 km away. Another factor in population growth is also very good accessibility on the E55 motorway to Prague. The cadastral area of the village is 5.48 km² and on June 29, 2001 the coat of arms and the flag were ceremoniously handed over to the village.

Tab. 1. Development of the population in the village Ctiněves

	1869	1880	1890	1900	1910	1921	1930	1950	1961	1970	1980	1991
Population	441	431	458	461	553	560	557	503	464	395	318	248
	2001	2011	2012	2013	2014	2015	2016	2017	2018	2019	Average Age	
Population	258	315	321	317	310	317	324	340	348	336	ženy – 41 let	muži – 42 let

Source: ČSÚ 2020, Own processing 2020

Sustainable Rural Development and Human Resources in a Selected Local Society in the Czech Republic

Tab. 2. Number of bus and train connections to the town of Roudnice nad Labem and back

	Train to RCE	Bus to RCE	Train from RCE	Bus from RCE
Week	9 (40-60 minutes)	15 (13-15 minutes)	11 (40-60 minutes)	14 (13-15 minutes)
Weekend	0	4	3	3

Source: Own processing 2020

In terms of accessibility to the town of Roudnice nad Labem, residents of the village Ctiněves can use a wide range of bus connections during the week, a total of 15 to the town and back 14. The time required to travel is only 13-15 minutes. Compared to the train, this is a big time saver, as the train journey to the city takes 40-60 minutes. Accessibility in the form of train transport also offers a smaller number of connections, namely 9. The most suitable means of transport for the inhabitants of the village Ctiněves is, therefore, a bus or own car transport, or an ecological form of transport by bike. Unfortunately, the 3rd class road is not adapted for cycling. In this sense, the infrastructure lags far behind. However, the problem and dependency on own transport occur on weekends, when the number of connections is significantly reduced compared to days during the week.

The bus connection operates in one bus mode in the morning, afternoon, and evening.

As for cultural traditions and events in the village of Ctiněves, a wide range of events is held every year in which the citizens of the village actively participate. For the municipality of Ctiněves, the labor office registers 1 vacancy in the position of economist. As for the number of legal entities, the public register in the municipality of Ctiněves registers 12 legal entities and 61 trades. There is no post office, bank, insurance company, swimming pool or medical facility, a primary school in the village, the village also lacks a multifunctional playground for the purposes of sports. In the village, there is a football field, a pub and a grocery store, and a cultural house for social events and traditional events.

Tab. 4. Population movement in the village Ctiněves

	2014	2015	2016	2017	2018	
Live births	2	3	4	4	1	
Died	7	5	3	3	8	
Immigrants	13	12	24	17	9	
Emigrants	1	3	9	10	14	
Increase (decrease)	Native	-5	-2	1	1	-7
	Moving	12	9	15	7	-5
	Total	7	7	16	8	-12

Source: ČSÚ 2019, Own processing 2019

In the village of Ctiněves, 1 person was born in 2018 in the same year, but 8 people died. Thus, there has been a negative natural decrease in the population of this municipality since 2014. In 2016, 2017, this fact leveled off when the

number of live births exceeded the number of deaths. This factor is determined by the demographic composition of the population in this municipality - the average age is 42 years. Thus, the main reason is the absence of young families in

this locality. As for the depopulation factor, there is no negative trend. In 2018, 9 people moved to the village, but in the same year, 14 people moved out of the village. So the difference is -7 people. This trend was most pronounced in 2018, compared to other years examined. The trend of displaced inhabitants compared to immigrants does not exceed the level that would contribute to the overall depopulation of this village. From 2014 to 2017, there were always more people moving to the village than they left. However, the trend of negative demographic development does not only concern this municipality, but many other municipalities and cities in the EU. This

can be seen in the natural increase of the population of this village.

As for the orderliness of the village, the inhabitants of the village themselves, who carefully take care of the appearance of the village, contribute to the overall positive impression. For example, in the form of voluntary brigades, they glorify the community. For example, the event Spring cleaning in the village, a part-time job, etc. The inhabitants of the village care about the environment in which they live and naturally take care of it. For this reason, we evaluate the municipality with the characteristics of clear care for the appearance and environment.

Pictures 3: The municipality of Ctiněves 2020



Source: Own processing 2020

Data and Methodology

The aim of this article is to outline a model of viable rural areas, which would not be based on massive subsidies, but would be self-sufficient, would not worsen the quality of the environment, and would have a sustainable future based on human resource development in a specific local community in the Czech Republic. Based on the achievement of this goal, a relational comparison of some decisive socio-economic and cultural factors in a selected local community in the Czech

Republic (the municipality of Ctiněves in the Ústí nad Labem Region) was made. The minimum requirement was that the surveyed municipality had more than 200 inhabitants. Based on this, I also examine the influence of these factors on the stability of the countryside in the area. In the first part of the paper, a content analysis of the issue of sustainable rural development and literary research is performed. The researched area of local society in the Czech Republic is also characterized. Within the researched area, basic information is identified, such as the

Sustainable Rural Development and Human Resources in a Selected Local Society in the Czech Republic

geographical integration of the municipality, historical development, monuments, cultural customs, etc. In this part, the natural and mechanical movement of the population of this society was also examined. The result is a flow analysis of intensive daily population flows between the place of residence and work (services). The result of the analysis of natural movement is the determination of whether there is a natural decrease of the population in this society or vice versa. The data were examined for the period 2014 - 2018. In

the next part of the paper, there is an evaluation and analysis of 3 types of questionnaires applied in this company within the primary research.

The first type of questionnaire, called a questionnaire for local residents, which was distributed in the surveyed municipality of Ctiněves (336 inhabitants), examined the basic socio-economic and cultural issues related to the functioning of this society. The probabilistic selection of individual respondents to this questionnaire is shown in Table 5.

Tab. 5. Probabilistic selection of the DPMO questionnaire

		Number of respondents (170)		Individual respondents
Gender	Woman	90		53%
	Man	80		47%
Age	21-30	20	35,83%	Man, 21-30 let, Primary,
		40		Man, 21-30 let, University,
	31-40	50	41,18%	Woman, 21-30 let, Highschool,
		20		Woman, 21-30 let, University
	41-50 let	10	11,76%	Man, 31-40 let, Primary,
		10		Man, 31-40 let, Highschool
	51-70 let	20	11,76%	Woman, 31-40 let, Primary,
				Woman, 31-40 let, University
Education	Primary	70 osob		Man, 41-50 let, Primary
	Highschool	60 osob		Woman, 41-50 let, Highschool
	University	40 osob		Woman, 51-70 let, Highschool Woman, 51-70 let, University

Source: Own processing 2020

The second type of questionnaire, called VSM, is used to determine the shift to the knowledge economy within the surveyed society. Based on this, the desired cultural dimensions (Hofstede) for the knowledge economy are examined.

The third type of questionnaire, called TBSD, is used to determine the shared values in the surveyed society. This method can be used mainly for diagnosing personality characteristics and capturing

the proband's social relationships, including his individual value system. With the help of TBSD, we work to reveal the basic level of corporate culture, which is based on a hierarchy of shared values - basic life ideas, starting points, and attitudes, moving in the level of unconsciousness, into which TBSD penetrates. We can thus find out the real present of the corporate culture, TBSD helps to supplement it and reveal it in all its breadth.

The result of the paper is a draft recommendation for sustainable rural development in a specific local community in the Czech Republic, based on the observations and results of 3 types of questionnaires applied in this community.

Result and Discussion

Regarding the evaluation and analysis of questionnaires for local people. The questionnaire survey was applied in the village of Ctiněves with a total population of 336. The questionnaire was filled in by a total of 170 respondents who are residents of this municipality. The questionnaire covered all major areas of rural life. The introductory part contained identification data and was followed by 7 thematic units: mobility of human resources, employment, education, civic amenities, interest in culture, satisfaction with the appearance of the municipality and interpersonal relations in the municipality. The results of the questionnaires show that 53% of women and 47% of men completed the questionnaire. Regarding the composition of the age structure of respondents, 35.83% were men and women aged 21-30 years, 41.18% were women and men aged 31-40 years and 23.52% were people over 40 years of age (41- 70 years). The analysis of individual answers shows the fact that individual respondents immigrated to the village of Ctiněves in the period after World War II (64.71% of respondents) or are new inhabitants of the village (35.29% of respondents). When asked if the respondents would ever like to move, 70 respondents outside the residence of this village answered that they certainly did not and another 60 respondents rather did not. This means that the interviewed residents of the municipality of Ctiněves do not plan to move out of this municipality (76.47%), on the contrary, 40 respondents stated that they would rather move outside the municipality, specifically to a larger city due to better paid work. Regarding the employment or study of the respondents,

35.29% of respondents work or study in municipalities within 10 km. It is mainly the town of Roudnice nad Labem. Another 47.06% of respondents work or study in the capital city of Prague. This means that a total of 82.35% of the surveyed inhabitants of the municipality of Ctiněves have to go to work or study. There is therefore an important frequency of the number of bus and railway connections with this municipality and the satellite town of Roudnice nad Labem. 94.12% of the population of this municipality rate this fact of the transport connection between the municipality and the city as sufficient. Only one respondent commented negatively on this factor. There is only one grocery store in the village. This fact also affects the decision of residents where they will make their regular purchases. The majority of respondents (76.47%) answered that they make their regular purchases in the surrounding municipalities, so we can assume that it will be the city of Roudnice nad Labem, where there is a network of large supermarkets Tesco, Billa, Kaufland, Penny Market, etc. Only 23.53% of respondents make their regular purchases at the local grocery store. These are rather elderly residents who are immobile or only need basic food due to their reduced consumption (choice). When asked where respondents visit doctors and pharmacies, 100% of respondents answered that in the surrounding villages within 10 km. 94.12% of respondents negatively evaluate this fact of the absence of civic amenities - medical care. The only nearest place with a functioning medical facility (hospital) and a network of pharmacies is again the town of Roudnice nad Labem. Therefore, I assume that all respondents commute to the town of Roudnice nad Labem, in order to use this medical service, as well as to use basic school education, because the municipality of Ctiněves lacks a school facility of any level. Respondents also stated that there are mainly micro companies with up to 10 employees in the

Sustainable Rural Development and Human Resources in a Selected Local Society in the Czech Republic

village. It is mainly a local pub and grocery store. The village hosts various events from educational to discussions, lectures, courses, etc. As for interpersonal relationships in the village, 35.29% of respondents rate this fact excellent, another 52.94% rate interpersonal relationships in the village as rather good. Only one answer was negative and one answer contained a lack of interest in interpersonal relationships in the municipality on the part of the respondent. The tradition of harvest festivals is the most popular in the village, 52.94% of respondents, then pilgrimages, St. Martin, Stavení Majek, some respondents also mentioned other special traditions and customs, which are implemented in the village as: Hunting Ball, Pilgrimage to Mount Říp, Carnival, Burning of Witches, etc. As for the technical infrastructure, 82.35% of respondents evaluate this fact as sufficient, and another 17.65% as excellent. The

municipality currently offers one job as an economist. This fact of the absence of a job offer is also reflected in the final evaluation of the questionnaire, where 82.35% of respondents consider the job offer at the place of residence to be weak or insufficient. The municipality should therefore focus on attracting new businesses or initiating its own municipal businesses that could employ local people who want to work in their place of residence. With the exception of one respondent, he assesses the fact that the natural environment is interconnected with the inhabitants of the municipality of Ctiněves as strong, or rather strong.

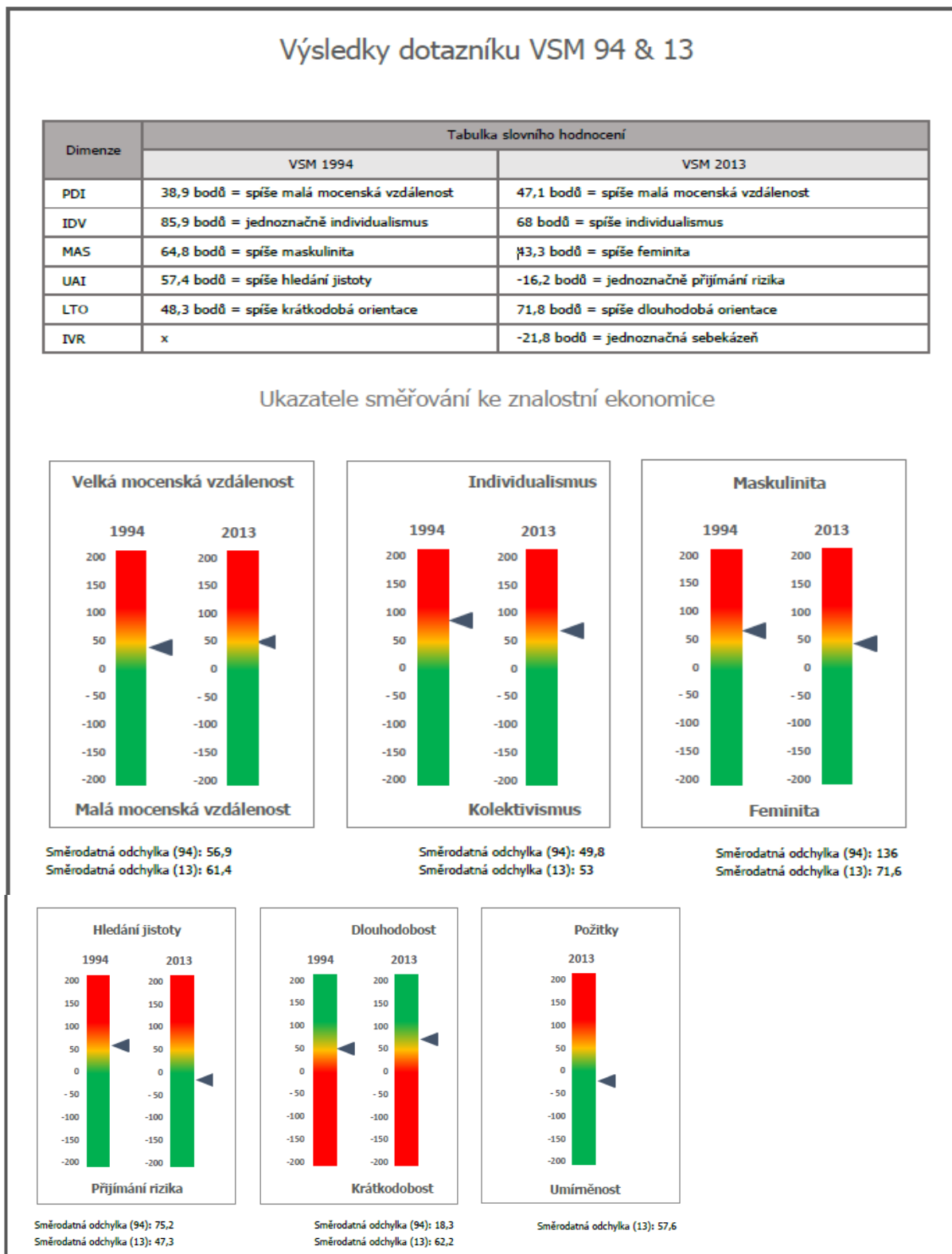
Regarding the evaluation and analysis of VSM questionnaires, which were applied in the researched municipality of Ctiněves, it is clear that the municipality is moving towards a knowledge economy. The results are shown in Figure 6 and the desired cultural dimensions in Table 6

Tab. 6. Desirable cultural dimension for the knowledge economy

Index name	The value of the given dimension	
	Less than 50	Greater than 50
Power gap - small and large (PDI)	Small power gap	Large power gap
Individualism vs. Collectivism (IDV)	Collectivism	Individualism
Masculinity vs. Femininity (MAS)	Femininity	Masculinity
Uncertainty fear - uncertainty avoidance vs. risk acceptance (UAI)	Risk acceptance	Uncertainty avoidance
Long term vs. Short-term orientation (LOT)	Short-term orientation	Long term orientation
Moderation vs. Pleasures (IVR)	Moderation	Pleasures

Source: Own processing 2020

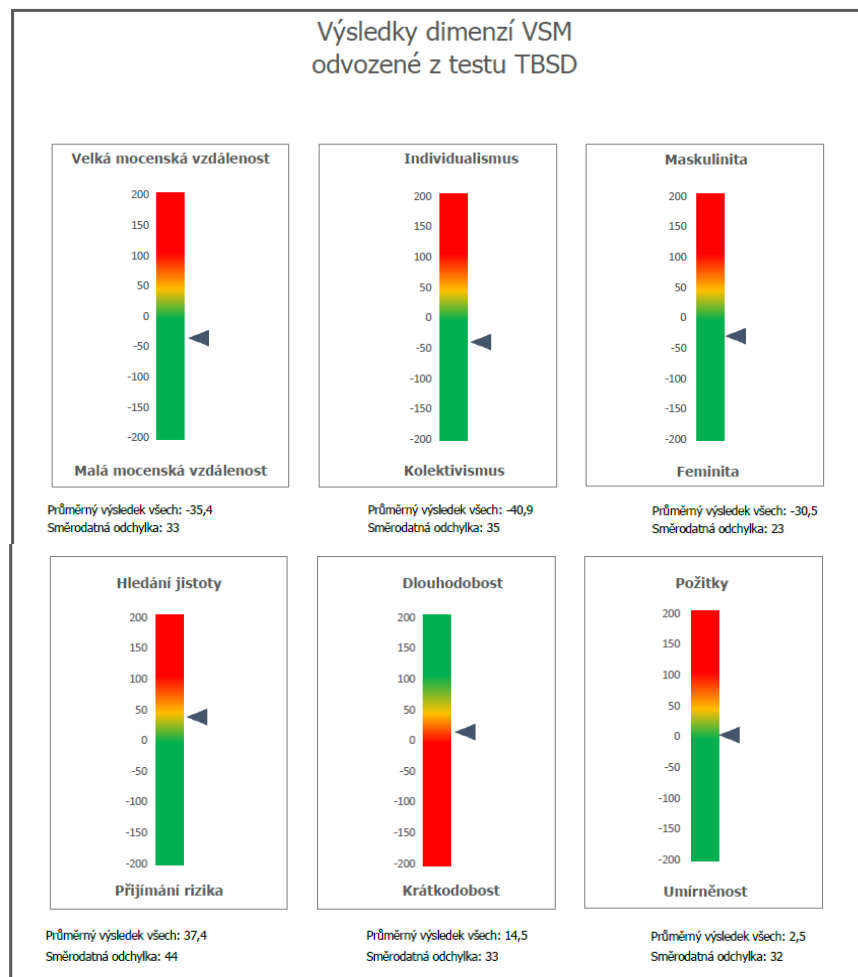
Picture 4: Results of the VSM questionnaire



Source: Own processing 2020

Sustainable Rural Development and Human Resources in a Selected Local Society in the Czech Republic

Pictures 5: VSM dimension results derived from the TBSD test



Source: Own processing 2020

The cultural dimensions express the most general level of cultural differences between different cultures at all levels of society, ie different communities, from family, business, region to government, and draw attention to those which, in essence, not only lead to a different understanding of basic life parameters. but they mainly affect the area of work and management. According to Hofsted (2005), the core of culture is value, as a general tendency to give preference to certain states of reality over others. Values are associated with feelings that have a direction, have a positive and a negative side, and rather indicate what surrounds a person in the categories of "good or bad,

true or false, beautiful or ugly, rational or irrational", etc., provide the opportunity for orientation in the world by structuring social reality in terms of meaning and hierarchizing it. Hofsted's cultural dimensions (2005) work on similar contrasts.

Hofstede conducted one of the most comprehensive studies of how workplace values are influenced by culture. The data were collected from the formulas of 116,000 IBM employees between 1697 and 1973. Based on this research, he defined four general dimensions that can explain the significant differences between cultural systems. Based on the work of Michael Minkov, 6 dimensions were

completed. These are the index of power distance, the index of exclusion of uncertainty, individualism vs. collectivism, masculinity vs. femininity, short-term vs. long-term orientation, benefits vs. moderation. (Jeleňová 2014)

From the results of the VSM questionnaires, which were applied to 17 respondents in the municipality of Ctiněves, it is clear that the inhabitants prefer a rather small distance of power (47.1 points). Thus, subordinates and superiors are considered to be personally equal, and privileges and status symbols are not considered appropriate. Subordinates expect decisions about their work to be discussed with them in advance, but they understand that it is the superior who decides at the end (Hofstede 2005). The small distance of power is a desirable cultural dimension towards the knowledge economy, it can be expressed by cohesion between subordinates and superiors and generally allows all employees to contribute their stimuli to the development of the company (organization, society). (Krninská 2013, 2014)

As for the second dimension, individualism vs. collectivism, the municipality of Ctiněves, according to the results, ranks among the societies in which ties between individuals are lost. Everyone is expected to take care of themselves or their immediate family. So it is more about individualism (68 points). Individuals perceive themselves as autonomous individuals and try to create their personal goals independently of the interests of the social group. In this case, tasks are more important than personal relationships. Individualism is not a desirable cultural dimension of a corporate culture towards a

knowledge economy, as it does not pave the way for synergies and teamwork, as the individual is not encouraged to put their unique individual abilities to the benefit of society.

Based on the results of the third dimension masculinity vs. femininity it is obvious that in the village of Ctiněves the gender roles overlap, ie both men and women. It is therefore femininity (43.3 points). Men and women are expected to be moderate, tolerant, more focused on social relationships than on performance, interest, and care for the quality of the environment in the community and life in general. Femininity is a desirable cultural dimension of corporate culture for the knowledge economy, as it opens up care for interpersonal relationships, guaranteeing openness and trust as a prerequisite for self-knowledge and self-development processes. It is therefore a basic prerequisite for the development of human capital.

Based on the results of the uncertainty exclusion index in this municipality, the extent to which members of a given culture feel threatened in vague, or unclear, unknown situations is clear. This index tells us to what extent people emotionally need certain rules and standards that they could follow in uncertain situations. For the inhabitants of the municipality of Ctiněves, a weak avoidance of uncertainty and therefore a clear acceptance of risk is desirable (-16.2 points). In this municipality, therefore, the rules are considered relatively minor. Very flexible social systems are created here and at the same time there is an effective alternation of high activity with relaxation "hard work only when it is necessary". Little concern about uncertainty, acceptance of change

Sustainable Rural Development and Human Resources in a Selected Local Society in the Czech Republic

and risk is a desirable state of the cultural dimension of the knowledge economy, as it allows it to better cope with the changes in global society.

From the results of 5 Hofstede's dimension it is clear that the municipality of Ctiněves belongs to the companies with a long-term orientation (71.8 points). This means that the influence of old traditions on people's thinking and actions persists in the village. In this village, therefore, there are very stable and binding social structures that persist for generations and are difficult to change. Long-term orientation is a cultural dimension of corporate culture desirable for the knowledge economy, fulfilling the principle of sustainability (especially investment in human capital and its potential).

The last applied dimension is pleasures vs. moderation. It is clear from the results that the inhabitants of the village of Ctiněves are moving towards moderation (-21.8 points). This means that the population suppresses the satisfaction of needs and regulates them through strict social norms. Maintaining order is considered a priority. Moderation is a cultural dimension of corporate culture desirable for the knowledge economy, also fulfilling the principle of sustainability. The inhabitants of this municipality therefore prefer modesty to the requirements of high demands to satisfy their needs, which are so typical of a consumer society.

According to the results of applied research, which was carried out through a questionnaire survey, the municipality of Ctiněves is moving towards a knowledge economy. Only in one dimension does it not meet this assumption, namely in the

dimension of collectivism vs. individualism. It would therefore be appropriate to pay attention to the causes of such an outcome in this municipality. In conclusion, it is important to point out that we cannot use these dimensions to predict what will happen, but they can help us predict something that may happen.

Regarding the evaluation and analysis of TBSD (color semantic differential test) questionnaires to determine the shared values in society. Thus, this test was introduced at III. European Congress in Tampere primarily as a psychometric method, which built on compatibility with other psychological methods and led experts to make diagnoses according to established methods and clichés and pointed out the possibilities of use in practice. (Kolářová 2009)

This method can be used mainly for diagnosing personality characteristics and capturing the probande's social relationships, including his individual value system. TBSD is a projective technique in which a proband assigns colors from a color set to a given stimulus word. For TBSD, 51 words and 12 colors that were easily recognizable from each other, occurring in nature, were chosen. The probe first assigns 3 colors to each stimulus word that match the word. He then evaluates each word numerically on a four-point scale and finally determines the individual color preference - he sorts them hierarchically. The method is based on the comparison of individual levels of evaluation (conscious and unconscious) of stimulus words.

To make full use of its diagnostic potential, TBSD offers not only its own evaluation of the protocol, but also analysis of the individual color hierarchy,

frequency of color use and many other criteria. It is supplemented by evaluation according to the range of stimulus words as well as standards and basic psychometric data. With the help of TBSD, we work to reveal the basic level of corporate culture, which is based on a hierarchy of shared values - basic life ideas, starting points, and attitudes, moving in the level of unconsciousness, into which TBSD penetrates. We can thus find out the real present of the corporate culture, TBSD helps to supplement it and reveal it in all its breadth. By coming out of this real situation, it is then easier to determine the goal of learning and the path for the "learning organization", as well as the path to establishing multiculturalism in the company. In this process, the individual's entry into the lifelong learning process is crucial. A corporate culture that engages individuals in their own self-knowledge creates the first prerequisite for the spontaneous onset of the learning process. Self-knowledge (awareness of one's values) is the basis and prerequisite for the interest in one's own personal self-development, which then spontaneously leads to a natural process of lifelong learning. The process of human potential development combined with the development of invention and creative, creative abilities leads to ensuring an ideal response to the discontinuity of globalization trends. At the present stage, education is becoming a central theme of the human community and its further development, as well as certain competitive advantages of companies. Education and lifelong learning of individuals should therefore become a process of self-knowledge, linked to the understanding of cultural symbols at the general global societal level, but also at the

regional, national, corporate ... etc. development of every human being, so there is a significant understanding of the specificity of the community at the level of regional culture, which is linked to the roots and traditions of the local environment. At the level of corporate culture and region (in interspace), elements of human community culture (macro space) meet, which are related to each individual (his micro-space). It is desirable that the specificity of the regional space be accepted, not only the region with its cultural memory but also socio-economic aspects at all levels. (Krninska 2016)

Among the most shared values in the hierarchy of basic life ideas, starting points, and attitudes, moving in the level of unconsciousness in the studied society are values such as joy, education, security, openness, people, etc. At the tail of this hierarchy, on the contrary, there are values such as pleasure, formality, alcohol, or immediate profit.

Conclusion and proposals leading to the development of society in the villages

The aim of this primary research was to compare some decisive socio-economic and culturological factors in the village of Ctiněves in the Ústí nad Labem region, as well as the influence of these factors on the stability of the countryside in the area. In the field of education, we would suggest in this municipality to provide residents with the possibility of lifelong learning or short-term education by teaching various skills that are further usable in the countryside, such as agriculture, organic farming and crop production, computer work and various programs. breeding, beekeeping, etc. The rural population is interested in developing

Sustainable Rural Development and Human Resources in a Selected Local Society in the Czech Republic

knowledge and skills, all while maintaining the culture and history of the region in which the village of Ctíněves is located. Although the number of respondents was only a small sample of the total population of the surveyed area, we can count on quality human capital in this area, with which it is possible to start cooperating. There is a need to give the countryside the opportunity for lifelong learning, and that means moving educational activities as close to the citizens as possible. The main focus would be on the dimension of individualism vs. collectivism. We would recommend applying closer neighborly relations and ties in this municipality, increasing their interconnection in the form of collective tasks and works that are needed in the municipality and which will affect the lives of all participants in the municipality. It is important to be able to unite the inhabitants of the village for a common goal and benefit and not just for your own benefit, to know how to identify with the group, etc. As for the transport services of this village, we rate it as very positive Monday to Friday. However, we would recommend paying attention to the completion of cycling (safe) infrastructure in this city in connection with respecting the conditions and principles of sustainable development, so that the inhabitants of this village can be transported without regard to the frequency of bus and train connections. Social and cultural life is also very much supported in this researched village, which leads to strengthening contacts between members of the local community (very good interpersonal relationships), to creating a sense of belonging of the inhabitants of the village, landscape, region, has a stabilizing effect, especially on the young generation, fellow citizens identify with the

environment of the village and the surrounding natural environment of Podřipsko.

The benefit of this research is the finding that the connection between culture, traditions and the natural environment with interpersonal relationships is important and has an overall impact on the stabilization of rural settlements and their sustainable development.

References

1. BINEK, J., CHMELAŘ, R., ŠILHAN, Z., SVOBODOVÁ, H., SYNKOVÁ, K., ŠERÝ, O., GALVASOVÁ, I., BÁRTA, D. Integrované nástroje rozvoje území: vývoj, současnost, nové impulzy. Brno: garep, spol. S r.o., 2015. 1. Vydání, 128 s., ISBN 978-80-905139-7-6.
2. BINEK, J., GALVASOVÁ, I. Development structures of rural regions. In. Collection of papers of international conference countryside – our world. 1. Vyd. Kutná hora: pef čzu, 2008. Od s. 212-222. 607 s. ISBN 978-80-213-1851-9.
3. CTINĚVES. 2019. Stručná historie obce. [online] [cit. 14.11.2019]. Dostupné z: <https://www.obec-ctineves.cz/>
4. ČESKÝ STATISTICKÝ ÚŘAD. 2019. Demografický vývoj. [online] [cit. 15.11.2019]. Dostupné z: <https://vdb.czso.cz/vdbvo2/faces/cs/index.jsf?page=profil-uzemi#w=>

5. ČESKÝ STATISTICKÝ ÚŘAD. 2019. Počet obyvatel v obcích - k 1.1.2019. Praha. 30. Dubna 2019. Isbn 978-80-250-2914-5. [online] [cit. 15.11.2019]. Dostupné z: <https://www.czso.cz/csu/czso/pocet-obyvatel-v-obcich-za0wri436p>
6. CHAMBERS, R. 2013. Rural development: putting the last first. In: routledge taylor francis group. London and new york. ISBN: 978-0-582-64443-4.
7. DELBAERE, B. (ed.) 2003. Environmental risk assessment for european agriculture: interim report. – tilburg, european centre for nature conservation. [online] [cit. 15.11.2019]. Dostupné z: <http://mantenimiento.jaravalencia.com/docu/enrisk.pdf>
8. DOUŠA, M. 2019. Veřejné služby v inteligentních městech evropské unie. In: regionální samospráva a jej vplyv na ekonomické a sociální faktory rozvoja regiónov, zborník príspevkov. Univerzita Pavla Jozefa Safárika v Košiciach, Slovenská republika. ISBN 978-80-8152-769-2
9. GAREP. 2020. Metodická podpora regionálního rozvoje. [online] [cit. 4.10.2020]. Dostupné z: <http://www.regionálnírozvoj.cz/index.php/manual.html>
10. HAMPL, M. 2005. Geografická organizace společnosti v české republice: transformační procesy a jejich obecný kontext. Univerzita Karlova v Praze, přf, ksgrr, praha, 147 s.
11. HOFSTEDE, G., & HOFSTEDE, G. J. 2005. Cultures and organizations—software of the mind. New york: mcgraw-hill. ISBN: 978-0-07-177015-6
12. HOLÁTOVÁ, D. – KRNINSKÁ, R. A KOL. 2012. Lidské zdroje v rozvoji venkova. 1. Vyd. Praha: Alfa nakladatelství, ISBN 978-80-87197-57-8.
13. HOLEČEK, J., BINEK, J., GALVASOVÁ, I., CHABIČOVSKÁ, K., SVOBODOVÁ, H. Obec a její rozvoj v širších souvislostech. 1. Vyd. Brno: garep publishing, 2009. 98 s. ISBN 978-80-904308-2-2.
14. JELENOVA, I. 2014. Interkultúrna komunikácia. Univerzita Pavla Jozefa Safárika v Košiciach, 104. ISBN: 9788081522253
15. KOLAROVA, H. 2009. Test of colour semantic differential. [online] [cit. 4.12.2019]. Dostupné z: http://www.helenakolar.eu/cze_tbsd.html
16. KRNINSKA, R. 2016. Globalizační procesy a multikulturní management. In: agris.cz [online] [cit. 4.12.2019]. Dostupné z: http://www.agris.cz/content/files/main_files/74/152694/078krninska.pdf
17. KURZYCZ. 2019. Ctiněves, obec v okrese litoměřice, živnosti [online] [cit. 17.11.2019]. Dostupné z: <https://regiony.kurzy.cz/ctineves/osoby-vypis/>.
18. MUSIL, J., MÜLLER, J. 2008. Vnitřní periferie v české republice

- jako mechanismus sociální exkluze.
In: Sociologický časopis, 44, č. 2, s. 321–348.
19. NÁRODNÍ PAMÁTKOVÝ ÚSTAV. 2019. Kostel sv. Matouše. [online] [cit. 14.11.2019]. Dostupné z: <https://pamatkovykatalog.cz/kostel-sv-matouse-2144989>
20. PERLÍN, R., KUČEROVÁ, S., KUČERA, Z. 2010. Typologie venkovského prostoru česka. Geografie, 115, č. 2, s. 161–187.
21. SZIF. 2020. Programu rozvoje venkova ČR na období 2014-2020. In: szif. [online] [cit. 20.10.2020]. Dostupné z: https://www.szif.cz/cs/prv2014?set_cookie=true
22. 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. 114 s. ISBN 978-80-904308-8-4.
23. ŠIMKOVÁ, E. 2008. The sustainable development of rural areas and the role of rural tourism. In: e+m ekonomie a management journal. ISSN: 2336-5064.
24. VISVIZI, A., LYTRAS, M.D., MUDRI, G. (ed.) Smart villages in the eu and beyond (emerald studies in politics and technology), emerald publishing limited, 2019. pp. 177-182. ISBN: 978-1-78769-846-8.
25. VOŠTA, M. 2010. Udržitelný rozvoj venkovského prostoru české republiky v kontextu nástrojů evropské unie. In: acta oeconomica pragensia 5/2010. ISSN: 0572-3043.