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INTRODUCTION

Quality of life is increasingly becoming a concept researched empirically and theoretically in the field of economics. In urban economics in particular, this increasing interest stems mainly from the fact that quality of life affects urban competitiveness and urban growth: research shows that when households and businesses decide where to locate, quality of life considerations can play a very important role.

The aim of this project is to measure the quality of life in the district Lazdijai in Lithuania by using of series of key indicators. Residents' perceptions of their quality of life has been assessed through a survey questions about living place, sports, cultural life, working place, well-being etc. The work comprises two parts: theoretical and practical. Theoretical part reports the object of life quality and the object of SWOT analysis.

In this project i will use SWOT analysis to measure life of quality in District of Lazdijai. SWOT analysis is a widely known method and let you to perform general analysis of internal and external environment. SWOT analysis identifies links between strengths and weaknesses typical for an town and links between opportunities and threats. Methodology suggests to identify strengths, weaknesses, opportunities and threats, in the first place, then links between them, which later can be applied determining the town or district strategy.

The aim of practical (research) part is to analyse about the different kinds of problems that this district citizens come across. The results of a survey where 1079 residents were interviewed, showed that they are with significant social and psychological problems related with social, economical problems.

The following groups of indicators will be used: demographic, social, economical, educational and scientific, and communicational. For evaluation of this region's condition, I have chosen to compare the social, economic and environmental conditions with the same average rates of Alytus county and Lithuania. This principle is impartial and allows us to measure the positive or negative deviation from the average, which reflexes the trends of this region's development under the same social economic but different natural and urban conditions.

For the comparison of the region's condition with the same average data of Lithuania: the chosen aggregate of fundamental rates, which was taken from the publications of the Statistics Department, households and population census, makes more than 50% of data, and other rates were taken based on the results of the special residents questionnaire.

All rates and absolute dimensions were recalculated by percentage and the diagrams were drawn. Each chapter has its own conclusions, based on which the SWOT analysis is made. This analysis accentuates the sharpest problems of the Lazdijai region. Conclusions, which are based on SWOT analysis, offers suggestions for better life .

