

Abstract

Title: The National Youth Sport Festival as a motivation for athletes' careers

Objectives: The aim of this work is to evaluate the factors of athletes' motivation for participation at the National Youth Sport Festival and the perceived image of the event. The inclusion of athletes without participation and with participation at the event in the research allows a comparison of the perceived image between these two groups of respondents.

Methods: Both quantitative and qualitative methods are used in this thesis. Electronic interviewing of the National Youth Sport Festival participants and members of sports association without participation was the main method of data collection. The questionnaires were compiled according to foreign studies. The electronic interviewing was supplemented with an in-depth interview with a marketing expert.

Results: The results show, that the National Youth Sport Festival is fulfilling the main mission in the mind of participants. The sports event brings participants not only experiences, but also fun, enjoyment and new friendships. The event is a motivational event that motivates not only to recreational but also professional sport. The media pressure during the event is not significant to spoil the participants' attitude towards sports. Image of the event is positively perceived by both participants and non-participating athletes. At the same time, research has shown that personal experience with the event and experienced emotions have a positive effect on the evaluation of the image of the event. We can say that if the image is perceived positively, then satisfaction with the organization is evaluated positively and behavioural intention in future participation is considerable.

Keywords: event image, emotion, satisfaction, behavioural intention, questioning