

Abstract

Title: Implementation of managing of swimming sport event

Objectives: The aim of this work was to identify shortcomings in the organisation of 36. International Czech Masters Swimming Championships and to create proposals for improving the organization of other events organized by the swimming club in Mladá Boleslav.

Methods: For the purpose of this thesis, qualitative and quantitative research methods were used. The selected event was described in detail using the case study method. A questionnaire survey was used to collect data from the participants of the event and through an interview with one of the organizers, the organizing team's perspective on the event was obtained.

Results: The results show that the participants saw the shortcomings of the event more in the place where it took place. They criticised its size and lack of facilities. Although this is a factor that cannot be completely influenced by the organizing team, solutions were proposed. The only organisational shortcoming identified was the lack of feedback, which could be a valuable tool for future actions. Even for this shortcoming, the thesis proposes recommendations for improvement.

Klíčová slova: swimming, management, management of sport event