

Abstract

Title: The impact of hosting big softball events on its popularity in the Czech Republic

Objectives: The aim of this work is to discover whether hosting of big international events have impact on softball popularity and membership growth.

Methods: In order to meet the main goal of the bachelor thesis, primary data collection was required. The research used quantitative method questioning and qualitative method in-depth interview. Information about popularity of softball and spectatorship of the events were investigated using an electronic questionnaire created on VypIno.cz. The research file included 232 respondents.

Results: Research of this thesis discovered, that hosting big international softball events does not have impact on income of new players and people interested in softball. They come usually after trying softball. Hosting big international softball events increases the awareness of softball, rules and the quality of softball leagues in Czech republic.

Keywords: spectatorship, championship, event management, membership