

## **Abstract**

**Title:** Study of satisfaction of Czech beachvolleyball championship participants compared to analogous foreign tournaments

**Aims:** The main aim of this diploma thesis is to determine satisfaction of beach volleyball players with the Czech beachvolleyball championship in Opava 2020 in comparison with foreign tournaments. Following these results recommendations and advice for improvement of the Czech beachvolleyball championship are proposed.

**Methodology:** The main methods used in this thesis are electronic questionnaires and semi-structured interviews. Creation of the questionnaire was inspired by the SERVIMPERF method and Brady's model. The questionnaire was investigating 26 attributes overall. The data set consists of players from Czech's beach volleyball's national team. Interviews were conducted with two national team players, and the aim was primarily to add to the information obtained from the electronic questionnaires.

**Results:** The obtained data is interpreted via graphs, mostly by cross-tab classification and tables. These data showed that the players were not content with the vast majority of investigated attributes of the 2020 Czech beachvolleyball championships. Comparatively, the foreign tournaments are in most of the attributes satisfying. In the resulting comparison the foreign tournaments have much better results, therefore a number of recommendations are proposed that should make the future Czech beachvolleyball championships of better quality, which should hopefully increase player's satisfaction.

**Key words:** Czech beach volleyball, sport events, management