

## **Abstract**

**Title:** Comparison of spectator satisfaction in different levels of tennis tournaments in the Czech Republic

**Objectives:** The aim of this work was to obtain information about the satisfaction of tennis spectators at tournaments of various categories in the Czech Republic, to compare satisfaction in connection with the level of individual tennis tournaments and recommendations for organizers.

**Methods:** The CAPI method was used to gather information with regard to viewer satisfaction, which is one of the methods of quantitative questioning and it is characterized by selection of answers using an electronic device, in this case a tablet. The Likert scale with seven points was used as a method for evaluating the results. The respondents were selected from four different tennis tournaments taking place in the Czech Republic. A total of answers were 80, 20 for each tournament.

**Results:** The most satisfied spectators were at the 125K tournament, where they were especially interested in the first-class star who played at the tournament. For the tournament of the lowest category A, the total average value of all criteria was only 0.19 lower than for the first category, which was definitely surprising, because it is a tournament with purely Czech participation and spectator satisfaction was high. The spectators at this tournament most praised the area where the tournament took place. It was the area that disappointed the spectators of the 25K tournament the most. The overall average satisfaction was around 5 and ranks this tournament in 3rd place out of 4 examined tournaments. The spectators were enthusiastic about the performances of the players and the organizers should build on this fact. The spectators were the least satisfied at the MČR category, where they especially negatively evaluated the atmosphere of the tournament. The organizers must work on the atmosphere of the tournament so that the spectators are motivated to participate not only in this tournament, but also in other tennis events.

**Keywords:** marketing research, sports events, questionnaire, marketing mix, quality of services