

Abstract

Title: Organization of volunteers at the RunTour running series

Objectives: The main objective of this diploma thesis is to evaluate the satisfaction of volunteers and organizers with the volunteer program on the running series RunTour and to suggest possible recommendations for its improvement.

Methods: As part of the qualitative survey, the method of in-depth interviews was used, which took place with the coordinator of the volunteer program and with the heads of selected sections. Furthermore, a quantitative method of electronic interrogation was applied. The research was complemented by observations made by the author of the thesis, who personally participated in all races.

Results: The research shows that most volunteers and organizers evaluate the volunteer program very positively. However, research has identified several areas where there is room for improvement. These are the areas of organization, communication and refreshments.

Keywords: running, volunteering, volunteers management, satisfaction, sport events, organization