

Title: **The attitude of football fans towards cases in Czech football**

Objectives: The main aim of this bachelor thesis is to find out knowledge of football fans in theme of corruption cases in Czech football and then find out what kind of impact it has on individual segment of football in eyes of football fans.

Methods: Research in this bachelor thesis was done by questionnaire. Questionnaire was constructed on website www.vyplnto.cz and after that it has been distributed to personal contacts. Theoretical part is based on research of literature.

Results: The results of research shows that football public knows a quite a few informations about corruption cases in Czech football. Fans see corruption as one of the crucial factors in questions of lowering quality and attractiveness of Czech football. Also fans see corruption as problem why Czech football cannot get on higher level. According to fans, corruption has been connected to Czech football association

Keywords: attitude, corruption, football, image, fans, case