

## **Abstract**

**Title:** Forecast of lacrosse popularity in the Czech Republic

**Objectives:** The aim of the bachelor thesis is to determine the future development of lacrosse in the Czech Republic with the possibility of participation in the 2028 Olympic Games by using methods of brainstorming and questioning.

**Methods:** Both quantitative and qualitative research methods were used in this thesis. The quantitative method was an electronic questionnaire survey for people that are over 18 years old and have some knowledge about lacrosse. After sending the questionnaire I gathered 108 answers. The second method was the prognostic method of brainstorming. Brainstorming was done in a group of 8 experts of the problemacy and afterwards its outputs were written. This method was finalized by qualitative interviews about the future of lacrosse.

**Results:** The results of the work determine the forecast of lacrosse development in the coming years. With the results come several possible proposals for improving the functioning of lacrosse in the Czech Republic. The results also showed the shortcomings that supporters of the sport see in the current activities. For example the functioning of social networks, not enough junior teams, insufficient marketing and the overall promotion of the sport in general. Lacrosse can use in upcoming years a lot of chances to popularize the sport, like big events, which will be hosted in the Czech Republic, working with ice hockey clubs or other recruiting events.

**Key words:** forecast, lacrosse, popularity, brainstorming, questionnaire, survey