

Abstract

- Title:** Perception of the "Závod míru nejmladších" by the local community
- Objectives:** The main aim of this thesis is to determine how the residents of the town of Jevíčko perceive the impact of the organization of the "Závod míru nejmladších" on the local community.
- Methods:** In order to achieve the stated objective, a quantitative method in the form of an online questionnaire survey was used. The questionnaire was distributed among the citizens of the town of Jevíčko through personal contacts and social media. It was also shared in local Jevíčko Facebook groups and further promoted by the mayor of Jevíčko as well as on the official Facebook page of the "Závod míru nejmladších". A total of 188 completed questionnaires were successfully collected.
- Results:** The results of the questionnaire survey indicate that the local community is generally satisfied with the organization of the "Závod míru nejmladších" in Jevíčko. However, some negative comments were recorded, pointing to considerable room for improvement in the area of event organization. Based on these findings, recommendations were formulated for the organizers in order to enhance the event's positive impact on local residents.
- Keywords:** impacts; sport event; race; cycling; organization; residents