

Abstract

Title: Analysis of selected running events

Objectives: The goal of this diploma thesis is to analyse participants taking part in particular running competitions and their relationship to running. Furthermore, to obtain information in relation to their lifestyle, education, employment, age, homelife, financial possibilities and training for particular race.

Methods: Analysis of participants of running events is done through questionnaires which were handed out electronically on social websites and personally at the place of a competition. Teoretical base has its origin on personal experiences, studied literature and internet sources.

Results: Based on results, I came to the conclusion that promoting running competitions primarily via social websites is the most advantageous. Runners who participated at the running event previously already, share their experiences among themselves. They attract more runners to well-organized running competitions and ensure their success this way. Each running event has its runners who differ slightly, for example by age, running equipment etc. The results may serve as a guideline for organisers of running competitions in creating marketing strategy focusing on particular target groups. Results from questionnaires are presented through graphs in analytical part.

Keywords: race participants, running events, Czech Republic, marketing, advertising