

Abstract

Title: Volunteering in a sports event – Olympic Parks 2016-2018

Objectives: The main objective of this thesis, based on the research of the development of volunteer satisfaction rate of cooperation with the Czech Olympic Committee, is to provide specific recommendations for improving the cooperation between these parties. The research will focus on the cooperation between COC and volunteers within the events of Rio – Lipno 2016 and PyeongChang 2018 Olympic Parks.

Methods: The research was implemented using qualitative and quantitative methods. For the quality of the data an interview with the main volunteer coordinator, Tomáš Mirovský, and the observations in the natural environment of the events were conducted. The author participated in this sporting event as a volunteer. She represented an equal member of the group. As the observer was in the position of participant of the team, the other co-workers were informed about her true identity. The quantitative method was implemented through paper and electronic questionnaires.

Results: The research results showed that the development of the satisfaction rate of volunteer cooperation with the Czech Olympic Committee improved in 2018. The research revealed the drawbacks of COC especially in the area of organization, insufficient informative directions and an arrogance of some paid members of higher positions. In case the COC does not pay attention to the quality of care provided to the volunteers and does not ensure their needs, there may be a danger in a lack of volunteers. Their eventual necessary replacement by paid workers will significantly increase the organization's expenditures.

Keywords: Czech Olympic Committee, volunteer, methodology of volunteer cooperation

