

Summary

This thesis attempted to closer introduction of management executors of cultural events. The first of its aims was to contribute towards filling the gap in professional area that could extend much-needed discussion and allowed to build a professional interest in the so far unique work from organizational area of culture. Although the selected topic was a broad one, I tried to give at least partially a detailed account of this phenomenon. The work was devoted to presentation of terminological terms in the field, brief overview of European and Czech history of the management of cultural events and significant personalities in the history of organizing. The work dealt with the current management of cultural projects, including a lack of educational opportunities than abroad. It is true that in the recent past there was no existence of formal education as far as cultural management is concerned. Even though there have been slight changes, the situation is not ideal. This work assessed also appropriate skills, assumptions and key activities of the organizers. With the increasing prevalence of women organizers they were also given one of the chapters that attempted to express the specifics of women's organizational work. It is possible to predict the future from some current trends, and therefore it has not been shortly omitted. The second and central aim of this work was to determine the classification of major types of organizing entities. Four selected types: submitters, secretaries, conductors and volunteers were typified with respect to their ideological, creative, organizational and economic participation of cultural activities. As an important probe also appear practical examples of each organizing groups.

The empirical part divided into two areas according to research methods to questionnaires and interview tried to verify the hypotheses reflecting the themes of the theoretical part. There were one hundred valid questionnaires received from certain types of organizers and active cultural groups. It is clear from the research that organizers of cultural events have higher than secondary education. Furthermore, there are mainly women among them. General communication skills are considered to be the most crucial. Without them no part of cultural events could be realized properly. Organizers draw inspiration for their projects mainly from their own lives, their hobbies and other cultural events. The question of the survey, whether the women consider their gender to be an advantage for their work, was not proven. The women feel an advantage over men only in some particular situations. Research questions of twelve interviews obtained detailed information that would not be possible to receive by the first questionnaire method. Inspiring answers stated as an additional

material to particular chapters from the practical point of view and interviews - always three of the four types of organizing – were interpreted. However the number of respondents from both parts of the qualitative research is too low. The interpretation should therefore be considered only as some kind of contribution to the discussed topics.

Organizers of cultural events have a positive effect on society and culture in general. They fill space that is available from unused cultural potential; they can support and develop regional cultural identity appropriately; they help to accept ethnic and social minorities; they support the idea of community and national pride. Last, but not least, they can be a part of upbringing, education which allows them to act as a kind of prevention against criminality and other pathological elements of society. Organizational activities allow people to acknowledge their skills and abilities and show possibilities because they lead towards responsibility – for oneself as well as for the world. It changes it to a better one.