

Abstract

Title: Evaluation of the development of racketlon tournaments in the Czech Republic within the world Tour

Aims: By this diploma thesis I am picking up the threads of my bachelor thesis, where the procedure of organisation of the 7. year of international racketlon tournament in the Czech Republic was described in detail. The purpose of this thesis is to bring closer and define the development of the organisation of Czech open in racketlon through its attendees' evaluation. The results of the evaluation will serve for improvement and adjustment of all organisational aspects when this sports event will be next organised. Another important goal of this thesis is to bring closer this so far not so known sport to the public and, eventually, to help with the organisation of a sports event of a similar kind.

Methods: The survey on evaluation of tournament attendees' satisfaction with the development and quality of its organisation will be conducted through written and electronic questionnaire after IX. Czech Open Racketlon which was held in Prague from 12th to 14th April 2013. For the analysis and description of the organisation itself the case study approach will be used.

Keywords: sport, racketlon, organisation, marketing, management