

Abstract

Title: A comparison between football match organization of clubs from the first and second czech league

Objectives: The main goal of the thesis is to identify and to analyze each element of the football match organization and also the program prepared for stadium visitors. Then the comparison should help to inspire each other and to improve. It should help to point out defects too.

Methods: Data were collected by in-depth interviews with club's representatives and structured personal observations. Then the data were compared between each other. SWOT analysis was done based on gained information to find defects of both clubs.

Results: The main result of this bachelor thesis is the comparison between match organization of clubs from the first and secon czech football league. Also, there are found solutions for all defects discovered. The solutions are based on inspiration by each other and information from theoretical part.

Keywords: event management, first league, second league, football match, organization