

Abstract

Name: Management of the Author Král Šumavy MTB Race

Goal: Presentation of strengths and weaknesses of the Author Král Šumavy MTB 2020 cycling race and the creation of a list of specific measures improving the organisation of the race for the year 2021 and following.

Methods: In this thesis three research methods (semi-structured interview, participant observation, questionnaire), and one analytical method (SWOT analysis), are used. The opinions of the race participants were obtained with an electronic questionnaire (sent to emails of all participants in 2020). The organizers' view of the race management is clarified through semi-structured interviews. The overall view of the management was observed through participant observation made by two independent researchers on the day of the race (August 22, 2020) at the venue. All obtained data are analysed through SWOT analysis.

Results: The thesis provides a detailed analysis of the 27th year of the race. The results show that the strengths include the location of the race, the difficulty of the routes and the care of participants. The weakness is the current way of financing the race. It can be stated that the greatest opportunities for the future are creating a better area for participants and spectators, gaining new partners and improving promotion. The threats for the coming years are pandemics and deteriorating economic situation. The thesis also offers a list of specific proposals and recommendations. The implementation of the proposals will ensure the elimination of current shortcomings and improve the organization of the race in future.

Keywords: sporting event, classification of sporting events, participant observation, SWOT analysis, cycling