

Abstract

- Title:** Innovation of the Sport Product – Czech Surfers Camp
- Objectives:** The main objective of the research is to create an innovated product Czech Surfers Camp based on the analysis of primary data obtained by survey. Respondents will be divided into individual groups based on their personal experience with participation in the Czech Surfers Camp. According to the evaluated results of preferences and satisfaction of participants, an updated model of the event program will be designed. It will reflect the requirements of individual groups of participants. The secondary goal is to evaluate the loyalty of past camp participants.
- Methods:** The selection of suitable research methods is led by the motivation for the use of modern methods of data acquisition. The research file is divided into samples of former participants, future participants (they have already bought a voucher for 2022), and potential participants. The method of online survey uses questionnaires shared by a web application optimized for a mobile environment and also uses surveys on social media networks.
- Results:** The result of Czech Surfers Camp participants' feedback shows that the innovation process of the event's program cannot fully follow the requirements of the respondents. The developed program reflects a factor range that significantly affects repeated or future participation. The research determines a specific numerical loyalty value of former participants.
- Keywords:** Surfcamp, surfing, surf tourism, modern methods of questioning, feedback on social networks