

## **Abstract**

**Title:** Attitudes and Perception of the Sport Values Transmitted by International Organizations

**Objectives:** To compare the attitudes and opinions of Czech University students towards contemporary sport, especially the values it actually conveys and which it should convey in our society. To identify the similarities and differences between the individual fields of study of the University in terms of the values they believe sport should convey. The work should also reveal whether the given view of young people corresponds to the values promoted by organizations dealing with this issue: the International Olympic Committee, the International Committee for Fair Play, the European Union and the United Nations.

**Methods:** It was chosen a quantitative method of electronic questionnaire. The questionnaire was created, based on the findings from the theoretical part. For the creation of the questionnaire was chosen server Survio. Subsequently, the questionnaire was distributed to university students of various fields. The questionnaire was shared to the student groups on the Facebook. In the last step, the obtained data were evaluated and interpreted.

**Results:** Across fields of study, Czech university students are aware of the intrinsic values of sports such as fair play, teamwork and self-discipline. On the contrary, in most cases the added values are hardly perceived at all. These are values such as respect for natural resources, helping others and human development. Therefore, international organizations that deal with this issue should focus especially on these values, which are not found with understanding among the generation of educated university students, not even among students of the field of physical education and sports, who are closest to the phenomenon of sports. I would focus especially on students of pedagogic fields, given their future influence on the young generation. Then on to the education of professional athletes, who, among other things, are also perceived as moral role models.

**Keywords:** Sociology of Sport, Ideals, Sportsmanship, Sustainable Development, Fair play, Moral Responsibility