

Abstract:

The master's thesis focuses on the nature of volunteering in a traditional interest organization, specifically the Czech Tourist Club. The aim is to identify the specifics of volunteering in this organization, including whether the examined organization faces issues typical for traditional organizations and their impacts. The research also explores how the Czech Tourist Club addresses the identified problems. Data for the study are sourced from interviews with organization employees and volunteers, a questionnaire survey conducted within the Czech Tourist Club, and documents of the organization. The research yields significant insights into volunteering within a traditional interest organization. The findings confirm challenges faced by traditional organizations related to aging of their members and declining membership. Moreover, the results offer new perspectives on volunteering in this type of organization and volunteering in general. Changing life values and attitudes among individuals result in volunteers having different priorities and expectations, emphasizing the need for organizations to adapt and align with societal changes.

Keywords: Volunteering, traditional interest organization, membership base, aging members, youth, civil society