

## ABSTRACT

- Title:** The role of fun and its importance from the perspective of key stakeholders in the youth football environment in the Czech Republic
- Objective:** The aim of this study is to determine the importance and frequency of the determinants of fun in sport by identifying the degree of consistency in the perception of fun in football among players aged 12 to 19 years, their parents and coaches who actively participate in youth football competitions in the Czech Republic.
- Methods:** Quantitative method of data collection using an online questionnaire developed in the baseline sample study: The Fun Integration Theory: Towards Sustaining Children and Adolescents Sport Participation, which explores the determinants of fun in youth sport and their subsequent evaluation through a stakeholder comparison.
- Results:** It was confirmed that entertainment plays a very important role in the youth football environment in the Czech Republic. However, the frequency of its occurrence recorded lower values than those that would correspond to its importance. The most important dimensions in terms of the importance of fun are *Being a good sport*, *Team Friendship* and *Positive Coaching*. The least important dimension was *Style*. Of the individual determinants of fun, the most important determinant came out as *Getting along well with teammates*. Conversely, the least important determinant turned out to be *Earning medals or trophies*. There were similarities between the stakeholders in the importance ratings for the following dimensions: *Being a good sport*, *Positive Coaching*, *Team Rituals*, and *Swag*.