

Abstract

Title: Marketing research of high school students' satisfaction with the offer and quality of sports facilities in Klatovy

Objectives: The main goal of this bachelor thesis is to evaluate, whether the high school students are satisfied with the offer and with the quality of sporting facilities in Klatovy. Based on the findings of the research, there will be measures suggested in order to improve the discussed factors.

Methods: There is used a quantitative method of written questioning in the practical part of the bachelor thesis. The respondents are high school students studying in Klatovy.

Results: The outcomes of the research are illustrated using pie charts and bar charts. The results showed that the respondents are rather satisfied with the offer of sporting opportunities. Some specific factors were evaluated as neutral. The worst score was given to the cleanliness of the toilets and showers.

Keywords: sport, sports activities, free time, questionnaire, sport field