

Abstract

Title: Marketing mix of Golf Resort Konopiště and a proposal for its improvement

Objective: Analysis of the current marketing mix of Golf Resort Konopiště, execution of a questionnaire and following suggestions for its improvements.

Methods: The analysis of marketing mix is executed with a quantitative research – a questionnaire. Quantitative research was used to obtain sufficient number of golfers' responses and to evaluate the current situation throughout the Golf Resort Konopiště.

Results: The survey results show that on average customers are satisfied with the whole area. Thanks to the results of the questionnaire survey, changes were proposed in individual tools of the marketing mix, leading to its improvement and efficiency. The most important changes have been proposed in categories of product, price and promotion. The changes concern, for example, the introduction of action packages including the services offered by the resort. Next increased spending on marketing and promotion of the club and change of training areas for more effective training.

Key words: Marketing, services, golf, marketing mix, marketing research