

Abstract

This thesis deals with problems of inhabitants spatial preferences. The main aim is to find out the inhabitants perception of Karlovy Vary neighbourhoods in term of engaging in sports. The compiled theme is framed into conception of behavioral geography. A survey is based on a questionnaire inquiry which was realized during May and June 2007. Mental maps of Gould's type were used during the inquiry and also due to representation of attractiveness. Another aim of the thesis is to define an image of actual action space. Demarcation of an actual action space was based on attendance frequency of neighbourhoods in term of engaging in sports.

Two research questions influenced the thesis research. The first one dealt with a problem of influence of demographic (age, sex) and socio-economic parameters (education, wage) on a attractiveness perception. The second one surveyed the influence of neighbourhoods environs parameters associated with sports fields on their attractiveness perception. The parameters of environs include variety of sport activity offer, price level of each neighbourhood in term of engaging in sports, quality of environs of the neighbourhoods and a their traffic accessibility.

The hypothesis claiming that socio-economic parameters (education, wage) influence the attractiveness perception of neighbourhoods more than demographic parameters (age, sex) was validated. That means that the smallest differences in attractiveness perception we can find between sex and the greatest are between various wage and education groups. The influence of the parameters on attractiveness perception has been verified by regression analysis. The second hypothesis was also verified on a base of regression analysis results. This one claimed that variety of sports fields is the most important component which influences attractiveness perception of neighbourhoods.

The thesis pointed that a mental map is a very interesting aid for formulation of an geographical space assessment, which provides in connection with another analytical methods great opportunities for both academic and convenient use.