

Abstract

Title: Analysis of try scuba and its participants in diving pit Aquapalace Praha

Objectives: The main objective of this thesis is to analyze which group of people undergo try scuba according to age, average wage, education and residence.

Methods: The research group consisted of 60 probands from the age of 10. The questionnaire survey was conducted at the diving pit in Aquapalace Čestlice during winter 2018 and spring 2019 under a supervision of trained and certified diving instructors. The questionnaire was always submitted to the probands after the end of the try scuba.

Results: The results of the thesis define a group of participants attending try scuba organized by Divers Direct and show the opportunity to further focus on marketing activities and propose changes that would contribute to greater satisfaction of the participant and hence keeping them in diving courses ending with internationally valid certification.

Keywords: intro dive, diving, diving instructor