

Abstract

Title: The impact of placing parkour to the OG on the viewership of gymnastics and its popularity

Objectives: The aim of this work was to find out whether the inclusion of parkour at the OG will have an impact on gymnastics viewership and its popularity. The partial goals were to find out the respondents' awareness of parkour and gymnastics and their viewership.

Methods: The main goal of the bachelor's thesis required a primary data collection. The research used a quantitative method of questionnaire and could not be done without an operationalization, which was a part of the preliminary elaboration of the research procedure. The research file was selected by an available selection. The questioning was conducted in the electronic form on the VypInTo.cz website. The research took place in May 2021 and the final research file contained 63 respondents.

Results: It was found that the inclusion of parkour in the OG would affect the viewership of gymnastics and its popularity. Gymnastics are currently declining in popularity, while parkour is very popular, especially among teenagers. The teenagers are the ones on whom gymnastics should focus its promotional activities, as these individuals are interested in parkour.

Keywords: traceur, popularity, contest, fan, independence