

ABSTRACT

- Title:** The attitude of the Generation Z to the “indoorization of outdoor sports“
- Objectives:** The main aim of my bachelor thesis is to clarify the attitude of the generation Z to the growing offer of outdoor sports in artificial, safe, and controlled conditions. Clarification of attitudes would lead to a better understanding of the wishes and preferences of the various participants belonging to the generation Z.
- Methods:** The thesis uses the method of quantitative research, namely electronic questioning, which aims to determine the attitudes and motivation of at least 150 respondents, belonging to the Z generation. The set of respondents was thus determined by a partially influenced selection.
- Results:** The result of the thesis can generally be formulated so that generation Z has a positive attitude to the indoorization of outdoor (lifestyle) sports. Generation Z appreciates the characteristics of both the indoor world and the natural environment. However, we can observe the tendency to prioritize indoor centres mainly on the basis of practical reasons, such as time and distance availability, better training efficiency, or the possibility of sports all year round, even in bad weather. The results showed that the respondents representing the generation Z are more active in an indoor environment in terms of selected lifestyle sports.
- Keywords:** outdoor sports, indoorization, lifestyle sports, generation Z, commercialization, motivational factors