

Abstract

Title: Marketing research comparing fitness centers in Sedlčany

Objectives: The main objective of this bachelor's thesis is to determine the quality of services offered in two fitness centers that operate in the town of Sedlčany. This is the PeVan Gym and Vltavan Fitness Center.

Method: In this bachelor thesis, the methods of a qualitative questionnaire with a combination of so-called mystery shopping were used. The methods will then be used to evaluate the data that will contribute to recommend improvements to the services and offers of these fitness centers. This work will draw from both primary and secondary data. The primary data were obtained using a qualitative questionnaire, which was conducted with visitors to the surveyed fitness centers.

Results: The result of the work is a comparison of data obtained from qualitative research and mystery shopping. Furthermore, providing recommendations for proposals to improve the operation of fitness centers.

Keywords: services, sport, quality, fitness, sports services, mystery shopping