

## ABSTRACT

To pi c :

Motivation to Do Snowboarding

Aim:

The aim of this paper is to achieve a deeper understanding of snowboarders' motivation, to introspect riders, and to find out why they are attracted to this sport so much; what it means for them and why it becomes their lifestyle. It has been surveyed what kind of people do snowboarding, why they travel to the mountains, and why they spend a lot of effort, pain, time and money to enjoy their ride.

Me tho ds :

For this research the method of questionnaire was chosen.

The results were

statistically elaborated by Microsoft Excel programme.

Re s ul t s :

The survey results have shown that the majority of snowboarders do this sport with regard to the time spent in the countryside, the chance to free themselves and escape everyday life. A strong incentive is the excitement of adrenaline raising during the ride. The relationships among people have also been confirmed significant. Snowboarding is a certain way to meet friends and make new social contacts. On the contrary, the minimum number of respondents consider

snowboarding a means of self-fulfilment. Most of the respondents do not do snowboarding to reach success and other people's recognition but to enjoy joyful moments. They are keen on snowboarding itself, with everything it brings and offers.

Ke y wo r ds :

Snowboarding, Motivation, Needs, Interests