

The primary subject of the thesis is the way how employees of multinational corporations in the Czech Republic devote their free time to sport activities in modern sport centres. It studies motivation and reasons for visiting the sport centres among 15 respondents through structured interviews. It stems from initial enquiry which points out to high attendance of integrated sport centres where a customer has a variety of sport activities to choose from under one roof. The author of the thesis closely focuses on grounds and advantages which stand behind the subject of the research. Through the performed qualitative research the author refers to particular causes of the examined social phenomenon. Central point of the thesis is to point out to environment and culture of the multinational companies. The author has chosen Master degree employees of multinational companies between the age of 22 to 35 as a target group.