

ABSTRACT:

This Bachelor thesis deals with the issue of extracurricular education in Decin. The goal of the thesis is to find out whether the conditions for providing extracurricular education in leisure time centres and basic schools can influence the future of leisure time centres. Another goal of the thesis is to map and analyse the offer of extracurricular activities in leisure time centres and basic schools.

The theoretical part is based on literature, laws, regulations and available resources. The research part deals with the offer and the conditions for the implementation of leisure assets. The population of respondents was chosen among children and parents. Selected sample comes from a group of people participating in extracurricular education for children and youth in educational institutions in Decin.

The contribution of the thesis is recognition of the conditions which influence the choice of extracurricular activities from the point of view of children and their parents. The importance of applying manager skills for running leisure time centres and reminding the role of marketing when promoting the programme of leisure time centres for recruiting new clients for their activities.

Key words:

leisure time centre, DDM, extracurricular education, clients, school clubs, schools, SWOT, strategic planning, management, marketing