

ABSTRACT

Title: Study of selected sports facilities specialized in gymnastic sports in the Czech Republic, Denmark and Norway

Objectives: The purpose of this diploma thesis is to compare selected sports facilities specialized in gymnastic sports in the Czech Republic with similar facilities in Denmark and Norway, gain new knowledge about this specific area of providing sport service and from the results of this study compile an improved model for establishing and running of a new sports facility specialized in gymnastic sports in the area of the Czech Republic's capital city.

Methods: In this thesis were primarily used qualitative methods of research in the form of an interview, which was done with the representatives of selected sports facilities providing similar services. The information gathered from the interview and from the method of analysis of texts and documents were further processed by the comparison method (case study comparison). The final model for establishing and running of a new sports facility specialized in gymnastic sports was compiled using the methods of observing, analogy and SWOT analysis.

Results: The result is a general model for establishing and running of a new sports facility specialized in gymnastic sports in the area of the Czech Republic's capital city. This model describes two different possible lines of solution which cross each other in certain points of this model. The final model gives a coherent overall overview of applied partial results of the research of this diploma thesis and presents some particular solutions to considered issues.

Keywords: comparison, competitor analysis, model, SWOT analysis