

ABSTRACT

Participant loyalty and satisfaction with services offered on Street Dance Kemp

Goal: Main goal of this thesis is to find a relationship between participant loyalty and satisfaction with services offered on Street Dance Kemp.

Methods: In this thesis is used questionnaire and structured interview for obtaining data about participant satisfaction with services offered and about their loyalty to the event. Will be also examined the available competition in dance camps in Europe. To find a relationship between participant loyalty and satisfaction is used statistical method Kruskal-Wallis non-parametrical ANOVA.

Results: Main result of this thesis is evaluation of the relationship between participant loyalty and satisfaction and future possible improvement of the services in order to get more loyal participants.

Key words: sport event, street dance, hip-hop, questionnaire and interview, competition analysis, Kruskal-Wallis ANOVA