

Abstract

Title:

The quality of sport-related services in institutions designed for children aged 3-6 years (pre-school education).

Objectives

The quality of objective of this work is to determine the quality of sport-related services in day-care centers in the Czech Republic.

Methods:

This marketing research is going to be conducted using standardized methods of SERVQUAL in the form of a written questionnaire, which is going to be left to the principals of selected day-care centers who will further hand it to the parents of the children.

Results:

The results of this marketing research show that neither of the two nurseries provides such good sport services so that the parents were fully satisfied. The day-care center of Matjuchinova in Zbraslav presented itself with the better results. The results of the second institution – the day-care center of Psáry - turned out very badly and many of the local provided sports services can be described as poor.

Key words:

SERVQUAL, questionnaire, marketing research, day-care centers