

Abstract

Title:

Motivation of fitness centers' visitors analysis.

Objective of the work:

To map and analyse visitors' motivation of the big typical fitness complexes in the large cities. e.g. Factory Pro in Prague.

Metodology:

We used for the collection of the data methodology of questionnaire in the fitness centers Factory Pro in Prague. The statistical method of Microsoft Excel was used for an evaluation of the data.

Results:

The results show motivation structure and hierarchy of motives of the fitness complexes' visitors in Prague. They partly characterise the visitors, their life style, Self-concept, fitness life and evaluate the differencies of motivation in fitness, in connection with sex and age.

Key words:

motivation, Self-concept, body image, motivation in physical activity, fitness, motivation in fitness