Abstract

Title: Criteria for selection a personal trainer by woman clients of fit center.

Objectives: The aim of the thesis is to determine the significance of the individual criteria according to which the clients of the Living Well hotel fitness center select the personal trainer and compare the conclusions with the theoretical knowledge stated in the relevant literature.

Methods: The thesis is divided into the theoretical (descriptive analytical) and practical part. Within the theoretical part, a literary research is performed by a descriptive analysis of professional literature dealing with active lifestyle, quality of life and meaning of physical activity. The importance of fitness centers as private business entities based on the individual needs of clients is analyzed. The practical part is a qualitative research carried out within the framework of the Living Well Hotel in Prague 8, which aims to determine the order and weights of individual criteria according to which the clients choose their personal trainer and the motivation to practice with the selection of a personal trainer. In addition to semi-standardized interviews with clients, the author uses his own observation (he works as a trainer in the fitness center) and performs a content analysis of internal company documents. The research team consisted of a group of women who attended the Living Well Fitness Center from June 2012 to October 2015 for at least one year. Based on the above criteria, 76 women were surveyed in the age range of 20-49 years.

Results: According to the research, women favor a coach of a man who is approximately the same age as the client. The most common reasons for exercise are for clients: body shaping, weight reduction, muscle growth, joy of movement, health improvement, fitness. According to most clients, meeting these goals requires collaboration with an expert (preparing an individual exercise plan, managing and supervising exercises, nutrition recommendations), and therefore prefer exercises with a personal trainer. The decisive criteria for choosing a personal trainer are: personal sympathy, positive references and professional qualities (in this order). Personal sympathy is based on the trainer's personality traits and, above all, his social competencies. From the social competencies of the client first place the ability of effective communication.

Key words: Active lifestyle, quality of life, physical activity, leisure, wellness, fitness, fitness center, personal trainer, trainer competence.