

Abstract

Title: Personality and motivation of outdoor activities instructor

Objectives: The aim of this thesis is to find out the personality and motivation of outdoor activities instructor. We are discovering main motives for work as an instructor. Another aim is to characterize the personality of instructor and find the differences between men and women.

Methods: In this thesis, we use a questionnaire method, the method of analysis and synthesis and the method of deduction. Questionnaire method is used in data acquisition. Analysis is used in background research and rest is used for the interpretation of results.

Results: We found out that personality of instructor has above-average extroversion, average emotional stability, high level of agreeableness, above-average conscientiousness and very high level of intellect and imagination. In the field of motivation, we found out average level of achievement motivation, aspiration, work endurance, time orientation for future, resistibility against alacrity lost in critical situations and rising performance under light stress. Main motivators are social relationships in work, responsibility, sensation seeking and possibility of personal development within favorite activities. Subordinate motives are lifestyle and need for self-expression.

Keywords: Motivation, personality, career, outdoor industry