

Abstract

Title: Satisfaction of I. ČLTK Praha competitive players with club services

Objectives: The aim of this diploma thesis is evaluation of I. ČLTK competitive players satisfaction with club services. Then were proposed recommendations that should lead to services optimization and higher satisfaction of competitive players. Results will be presented to club management.

Methods: In this research were used interviews with club management, coaches and players and then primary method of data collecting – written questionnaire. The final version of questionnaire was made after many editing, consultations and questionnaire testing especially for environment of this tennis club.

Results: Results of research are presented in analytic part of this thesis in classification crosses, graphs and charts. Based on acquired data and interviews with players were proposed recommendations for I. CLTK Praha management, that should lead to quality improvement of provided services and also to higher satisfaction of I. CLTK Praha competitive players.

Keywords: tennis, sport service, customer, quality, research