

## **Abstract**

**Title:** The popularity of minority sports in Czech Republic among the young generation

**Objectives:** The main objective of this work is to find out the popularity of selected minority sports among the young generation and then to compare the active and passive popularity. The secondary tasks are to find out the ideal communication channels for minority sports and to follow up recommendations for minority sports representatives to increase their sport's popularity.

**Methods:** In the initial phase, electronic inquiry was used to determine the general, active and passive popularity of minority sports, to find the ideal communication channel and, last but not least, to propose recommendations for representatives of chosen minority sports. Statistical methods of absolute and relative frequency were used to analyse the results. After the initial research, a semi-structured interview with a marketing specialist followed, with which we analysed the results of the electronic inquiry.

**Results:** As the results stated, there were large differences between active and passive popularity, which generally corresponds to the previous theory. At the same time, it was found that the selected minority sports are inefficiently using available social networks. Representatives of these sports should focus on them if they want to increase the popularity of their sports in our country. At the same time, they should try to get their sport to schools, just like other popular sports today.

**Keywords:** minority sports, active popularity, passive popularity, research