

Abstract

- Title:** Knowledge and attitudes of UK FTVS students to disc golf.
- Aim:** The aim of this bachelor's thesis is to find out what attitudes students of Faculty of Physical Education and Sports of Charles University have to disc golf and what awareness they have of the sport.
- Methods:** The electronic survey method was used in this work. Through surveying FTVS UK students, data about their awareness of disc golf and their attitudes towards this sport were collected.
- Results:** The research found that most students have a basic knowledge of disc golf. More detailed knowledge of this sport is less common. Students' attitudes are most often positive or neutral. Half of the students have experience playing.
- Keywords:** Awareness, attitudes, disc golf, marketing research, Faculty of Physical Education and Sport

