

## **Abstract**

**Title:** Identity of the football club FK Dukla Jižní Město

**Objectives:** The main goal was to analyse the identity of the football club FK Dukla Jižní Město, define weak spots and determine how it can be improved

**Methods:** Qualitative research with unstructured interview with representatives of leaders, players and parents, analysis of competition.

**Results:** There is large improvement in the identity of the football club FK Dukla Jižní Město in the last years, but there are still some segments, which can be more improved

**Keywords:** dukla, football club, identity, unification, union, identification