

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 innovation, that should help to improve the identity.

Methods: Qualitative research with unstructured interview with representative of leaders; quantitative research with questionnaire for players, parents and fans; analysis of competition; SWOT analysis.

Results: Suggestion, which should help to improve the club identity.

Keywords: Dukla, Jižní Město, football, club, corporal identity.