

Abstract

Title: The quality of sport-related services in institutions designed for children aged 3-6 years (pre-school education).

Objectives: The aim of this work is to determine the quality of sport related services in MŠ Bendova in the Czech Republic.

Methods: This marketing research is going to be conducted using standardized methods of SERVQUAL in form of a written questionnaire, which was passed on to parents through kindergarten teachers.

Results: The results of this marketing research show that parents are not completely satisfied with provided quality of sport service. The tangibles and assurance represent the most problematic part for the parents, on the other hand, the reliability was the best part of the research.

Keywords: marketing research, questionnaire, SERVQUAL, day-care center