

ABSTRACT

TITLE

Analysis of the current state of Czech kiteboarding schools and their clients

OBJECTIVES

The objective of the bachelor work is to analyze a market of the Czech kiteboarding schools and their current and potential clients, too.

METHODS

The research is based on two levels when the kiteboarding market was described and offered services focused on the courses of kiteboarding were compared. Necessary information was gained from the kiteboarding schools websites. Then the inquiry was processed. The survey was focused mainly on the participants and also potential applicants for the kiteboarding courses. The methods of analysis, induction, deduction, synthesis, comparison and questioning were mainly used.

RESULTS

Considering used methods and analysis the research question was answered. The research question was following: How important is the positive review of the kiteboarding school and also to be under the auspices of the Czech Kiteboarding Federation for selecting?

KEYWORDS

kiteboarding school, kiteboarding course, kiteboarding location