

Abstract

Title: The Analysis of Selected Swimming Pools in Prague

Objectives: The aim of my thesis is to create an analysis of selected swimming pools and to compare them to each others. Furthermore, the thesis should show the threats and opportunities of the selected swimming pools.

Methods: The case analysis was chosen as the main research method. In the preparation of this analysis other methods were applied, such as intentional selection, document analysis and semi-structured interview. Based on the results the SWOT analysis was developed. Through this method the strengths, weaknesses, opportunities and threats of the selected swimming pools are shown. The final comparison of all the swimming pools was made using all the previously mentioned methods.

Results: The analysis shows that we can label all the selected swimming pools in Prague as functional swimming pools. Functional swimming pools do not lose money, nor do they profit. However, it was proved that none of the chosen swimming pools would be able to function without getting some form of grants. The location of a swimming pool does not influence the number of visitors coming there. Every location has its advantages and disadvantages. The selected swimming pools should try to make their web sites more interesting and easily accessible to visitors, they should consider reconstructing parts of their interiors or exteriors, they should try to ensure their tenancy of the object for next few years and it would help if they offered a seasonal ticket to their customers.

Keywords: Pool, swimming pool, pools technology, safety in swimming pools, hygiene, services, document analysis, semi-structured interview, intentional selection, SWOT analysis, case study