

Abstract

Title:

Comparison of the operation of selected ice stadiums in Prague.

Objectives:

The aim of this thesis is to compare selected ice stadiums to each others by using analysis. Furthermore, the thesis should show the opportunities and threats of the selected ice stadiums.

Methods:

The case analysis was chosen as the main research method. In the preparation of this analysis other methods, such as intentional selection, document analysis and semi-structured interview were applied. Based on the results the SWOT analysis was developed. Through this method the strengths, weaknesses, opportunities and threats of the selected ice stadiums. SLEPT analysis was used to recognize factors, that affects selected ice stadiums.

Results:

The analysis shows that every single ice stadium is able to assure enough clients. Some cooperate with nearby schools, others are linked with ice hockey club. Three of selected ice stadiums are able to make profit, two are able not to lose money and two were not willing to provide their economic information. It was also recognized, that there is a huge need to reconstruct some parts in almost every single ice stadium. We could also see that it is important to reach some money from grants.

Key words:

Ice stadium, ice-rink, cooling, services, document analysis, semi-structured interview, intentional selection, SWOT analysis, SLEPT analysis