

Abstract:

In this diploma I target the questions of increasing the attendance of home matches of FC Viktoria Pilsen in Czech football league. The goal of this diploma is to find the reasons of low attendance and find possibilities how to change this tendency. Therefore I target the general questions of sport spectators, primary elements that influence attendance and the history of attendance in Czech football league. I analyse activities of top Czech football club AC Sparta Prague and I compare them with activities of FC Viktoria Pilsen. Just activities of Sparta Prague can be the first inspiration for club from Pilsen. Then I have targeted the fans of Viktoria Pilsen. A research has been made by questionnaire. The respondents were visitors of two home matches of Viktoria. I have tried to find out their satisfaction with actual situation, reasons of their visits on the matches and their opinion on factors of researched questions. On the basis of results of questionnaires and analysis of activities of both clubs I have made up final recommendations how to increase attendance on home matches of FC Viktoria Pilsen.