

Abstract

Title: Student's attitudes to non-traditional sports

Objectives: The main aim of this thesis is to determine the attitudes of students of the Faculty of Physical Education and Sport of Charles University towards selected non-traditional sports. A secondary task is to identify ideal information channels for non-traditional sports and to write recommendations on how to popularize non-traditional sports.

Methods: An electronic survey was used to investigate students' attitudes towards non-traditional sports. The results were expressed statistically using absolute and relative frequency methods. The whole research included a pre-survey which was used to select several non-traditional sports which were discussed more in the thesis.

Results: As a result of the survey, some differences were found between active practice of non-traditional sports and watching them. At the same time, it was found that some of the selected non-traditional sports do not use social networks effectively, which should be addressed by the representatives of these sports if they want to increase the popularity of their sports in the country. The survey also showed that people are predominantly driven to practice these sports by social groups, and this should also be taken into account by the representatives of these sports. At the same time, they should try to get the sport into schools, just as other sports that are very popular today have done.

Keywords: Popularity, interviewing, questionnaire, non-traditional sports, sports viewership, attractiveness of sport