

Abstract

Title: Benefits of SK Slavia Prague football match for spectators

Objectives: The aim of the thesis is to identify and describe the individual benefits for the spectators of attending a football match of SK Slavia Prague in the current season 2022/2023 at the home stadium. Subsequently, through marketing research, the satisfaction of direct spectators with the benefits offered by the club in connection with attending SK Slavia Prague home matches will be determined.

Methods: Both quantitative and qualitative research methods were used in the thesis. It was therefore a mixed research. Personal observation, semi-structured interviews and electronic questionnaire method were used to obtain the necessary data. The quantitative research was used to determine the satisfaction of the direct spectators with the partial benefits of a football match of SK Slavia Prague at the home stadium.

Results: The main benefits of the SK Slavia Prague football match at the home stadium were identified as sport performance, safety, stadium, accompanying programme, accompanying services and VIP services. Within the accompanying services, the fan zone in front of the stadium, refreshments in the stadium, the official club fan shop and also sectors for parents with children were evaluated separately. The results of the marketing research subsequently showed that respondents were mostly satisfied with most of the benefits. Satisfaction was highest with the sports performance. Based on the results, recommendations were made to improve the spectator experience at the stadium and overall visitor satisfaction.

Keywords: benefits, SK Slavia Prague, spectators, marketing research, satisfaction