

## **ABSTRACT**

This work focuses on the motivation of the primary art schools' principals in the Region of Karlovy Vary, with the aim of establishing which specific factors influence it. First of all, I defined the factors that, based on expert literature and other research, influence people's motivation. Afterwards I studied how the individual factors motivate the primary art schools' principals in the Region of Karlovy Vary through questions in a survey. All principals in the region were surveyed. The data obtained was analyzed with the use of statistical methods and interpreted afterwards. On the basis of the obtained data analysis, I established for the individual factors how much they influence the motivation of the principals surveyed. There was significant or highly significant impact established for a total of 35 factors. These results were also compared with other research studying similar issues. The results mostly corresponded with four studies, and they differed from one. The results of this work extend the empirical knowledge in this field. They can be used as groundwork for further research or by the bodies establishing the primary art schools or other institutions that step into the work of the primary art schools' principals to increase their motivation.