

TITLE: Public Relations in Leisure Time Centres

AUTHOR: Kamila Müllerová

DEPARTMENT: Centrum školského managementu

SUPERVISOR: Ing. Bc. Blanka Pechová

ABSTRACT:

This bachelor thesis is aimed at finding public relations concept for leisure time centres which can be subsequently implemented by particular leisure time centre management in their own regional public relations policy. The thesis considers public relations an important tool for a successful run of a leisure time centre within the marketplace of leisure time activities and services.

There are three distinctive parts of the thesis; theoretical, research and practical one. The objective of the theoretical part is to introduce the institution of the leisure time centre in general and define the main aspects of public relations subject matter. The basis for this part became findings from available literature and other sources regarding public and media relations cited as follows. The research part builds on analysis of the state, run and the true practice of PR in leisure time centres. The instrument of the research was a web-site questionnaire. The conclusion of this part serves as one of the bases for the final outcomes of the thesis. The subject of investigation became leisure time centres located in the Czech Republic. The practical part of the thesis introduces my own material: “The Concept of PR in a Leisure Time Centre“.

KEYWORDS:

public relations, media relations, public opinion, target groups, image, corporate identity