

Current State of Supply and Demand of Leisure Activities

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ABSTRACT

The paper describes leisure activities and the non-profit sector in the area of free time, the division of non-profit organizations, the definition of associations, marketing and promotion of non-profit organizations. The research focuses on selected associations and their offered activities. Its goal is to analyse the current state of supply and demand of selected leisure facilities, to find out what leisure facilities are located and what services they provide, to reveal whether the selected leisure facilities also offer activities in an online environment and whether there is interest in the given activities on the part of the participants. The research also aims to find out the methods of promotion of selected leisure organizations, to determine the factors that, according to the chosen leisure facilities, influence the demand for leisure activities, and to present recommendations that would ensure an increase in the need for leisure activities.

Keywords: Leisure Facilities, Leisure Activities, Online Environment, Offer, Request