

## **Abstract**

### **Title:**

Perspectives of lacrosse tournament organisation

### **Objectives:**

The main objective is analysis of the previous editions of the tournament organised by SK Lacrosse Jižní Město, and coming up with suggestions on how to improve it in the following years.

### **Methods:**

Case Study is a method used for conducting the survey. Data is collected through documents analysis and semi-structured interviews. Based on the collected data, analysis of the internal environment is carried out.

### **Results:**

Winter lax cup is a well organised event for it's size with a potential to grow and annual profit. His biggest virtue is the modern sport hall where the tournament takes place. However his weak factor is small support of the event from sponsors. The biggest danger for the tournament organisation is taking over the hall by floorball teams.

### **Keywords:**

organizing, sport, communication, sports event, management, case study, analysis of the internal environment, lacrosse