

ABSTRACT (English version)

Title:

Elaboration of complex conception of a Triathlon ITU World Champ/Cup race.

Objectives:

Create an instruction manual how to organize a Triathlon ITU World Champ/Cup race.

Methods:

For reaching the objectives I chose a SWOT analysis and also interview as the proper methods.

Results:

The dissertation shows the possibilities how to organize an international sport event more effectively and brings a short instruction manual how to organize a similar sport event.

Keywords:

Triathlon, sports management, sport event management, SWOT analysis, sponsoring, interview.