

The MA thesis deals with management of cultural events with detailed focus on managers and people organising these events offering contemporary and historical perspectives. The subject of this work has been raised as cultural phenomenon whose capacity as well as the number of organisers realising these cultural projects increases constantly. The theoretical part is divided into eleven chapters that deal firstly with introductory discourse about management of cultural events, introduction of the classification of organisers of cultural events, and the typology of cultural events. The second chapter concentrates on historical outline of managing cultural projects from ancient and medieval to modern times including historical specifics of the Czech environment. Contemporary cultural events management as the focus of the fourth chapter contains discourse on six significant activities of organisers, their appropriate features as well as types of possible failures in this area. Further chapters aim at five defined organisational subjects focusing on their ideological, creative, organisational and economic participation in realisation of cultural projects. The chapters also include particular cases of these subjects. Towards the end of the theoretical part there are also specifics of females discussed – female organisers, and suggestion of the future of organisers and management of cultural events.

The empirical part of the work presents my own research divided into two parts according to research methods. The first one – questionnaire part tries to validate five stated hypothesis based on respondents' answers from organisers. The second part aims at detailed and semi-structured interviews realised by the author with individuals from defined organisational groups.