

Abstract

Objectives:

This thesis has two main objectives. First objective is analysis of management World cup skicross hold in Harrachov 2013. Second objective is execution of ex-post evaluation and preparation of new management plan for World cup skicross in Czech Republic

Methods:

In thesis are used methods like case study, interview, questionnaire survey, document analysis and SWOT analysis.

Summary:

The main aim was to create plans for improvement of management world cup skicross in Czech Republic. Implementation of these plans to event plan can be first step to get organizing WC for next period.

Key words:

Sport event, Sport event management, Event management, Event plan, Evaluation of sport event, Skicross.