

## **Abstract**

**Title:** Management implementation of the basketball tournament Easter Cup Klatovy

**Objectives:** The main goal of this thesis is to improve management of the basketball tournament Easter Cup Klatovy. The aim is to detect its shortcomings and eventually propose recommendations for the upcoming years.

**Methods:** This thesis uses methods of the quality research. As part of the case study, the document analysis took place first, followed up by the semi-structured interview with the main event coordinator used for getting valuable in-depth information. Lastly, two informal interviews took place to get more of a practical point of view. Based on all the data collected, the final SWOT analysis was put together.

**Results:** The result of this bachelor thesis is a detailed analysis of the basketball tournament Easter Cup Klatovy. This analysis led the author to the following findings: the biggest strength of the tournament is the quality level as well as its loyal customer base. On the other hand, the tournament's biggest flaw is its high registration fee together with its unclear organizational structure. The biggest opportunity seems to be the social media improvement and the biggest threat for this sport event could be the failure or the lack of personnel. Furthermore, specific recommendations and suggestions are proposed and should be implied in the upcoming years of Easter Cup Klatovy tournament, in order to improve its event management.

**Keywords:** sport events, sport event management, strategies, SWOT analysis, descriptive analysis, basketball tournament