

Abstract

Title:

Organising of sports event - ISF Youth World Cup 2009

Objectives:

The objective of the diploma thesis is to analyse the problems of organising sports events. For these purposes I have chosen ISF Youth World Cup of softball. On the basis of reached information I will find out failures and mistakes made during organising and I will suggest their solutions.

Methods:

For reaching the objectives of this thesis I have chosen interviewing, informal interview, method of case study and also SWOT analysis which analyse strengths, weaknesses, opportunities and threats which can occur during organising.

Results:

The diploma thesis shows how to organise a sports event of similar character as ISF Youth World Cup 2009. It reveals the failures and troubles with organising of this tournament and suggests the ways of their correction.

Key words:

Sports management, sports event, softball, interviewing informal interview, case study, SWOT analysis