

Abstract

Title: Sport Event Management: CNGvitall Prague Open 2012 by Noncore

Objectives: Presentation of strengths and weaknesses of CNGvitall Prague Open 2012 by Noncore management, improvement proposal to eliminate weaknesses and to make the tournament's organization better.

Methods used: Case study, participant observation, informal interview, SWOT analysis.

Results: Summary of recommendations for organizers of future years of the tournament and such sport events.

Key words: Management, sport event, case study, participant observation, SWOT analysis, tennis, Prague Open.