

Abstract

Title: Management of the sport event Chance 3x3 Tour

Objectives: The aim of this master thesis is to evaluate the organization of the sport event and suggest concrete arrangements for improvement of the upcoming years.

Methods: The analytical part of the thesis was conducted through the qualitative research. Qualitative research methods, which are used in this work, are hidden observation, document analysis, unstructured interview and SWOT analysis.

Results: There were suggested some recommendations on the basis of the SWOT analysis for the upcoming events. Analysis of the action revealed some shortcomings that should be eliminated thanks to these recommendations.

Key words: Sport event, project management, sport sponsorship, SWOT analysis, 3x3 basketball