

ABSTRACT

Title: Sport event management - Mystic skate cup

Objectives: The main objective of this bachelor thesis is to analyze organization of Mystic skate cup. And alternatively suggest possible improvement for upcoming events.

Methods: For analyzing whole event I firstly used the descriptive analysis and afterwards I apply the SWOT analysis, for which I gathered materials through personal interrogation and also interview with the director of the cup.

Results: The work highlights the strong aspects of the event, which are good base and points out deficiencies, which could be improve for next seasons.

Key words: SWOT analysis, management, marketing, organizing sport event, skateboarding