

Abstract

Title: Discussion about the organization of the Olympics in the Czech Republic: opinions of selected groups

Objectives: The main goal of the work is to find out the current attitude of selected groups of the Czech public to a possible future candidacy for the Olympic Games with help of a questionnaire survey.

Methods: The work used electronic questioning in the form of an Internet questionnaire in which various types of questions were used, including methods of the Likert scale and semantic differential.

Results: The thesis summarizes the current attitude of selected groups of the Czech public to the potential future candidacy of the Czech Republic for the organizer of the Olympic Games. The results also include recommendations for other author of the topic. The results of the work could help potential future organizers and applicants for candidacy for better orient themselves in the current opinion of selected groups of the Czech public and improve their chances of success.

Key words: Olympic Games, candidacy, organization, public opinion, Czech Olympic Committee, International Olympic Committee