

## **Abstract**

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

**Objectives:** The main objective of the thesis is to determine the current attitude of selected groups of the Czech public towards a possible future candidacy for hosting the Olympic Games in the Czech Republic by means of a questionnaire survey.

**Methods:** This survey describes the current attitude of selected groups in Czech society. 478 participants took part in the survey and subscribed via direct links to the questionnaires. All questions were answered by 298 respondents who were divided into predefined groups. The selection of the groups was based on consultation with experts across the sports sector. The survey was conducted in the form of an electronic questionnaire that used a variety of question types, including Likert scale and semantic differential methods. The questionnaire was created through the Survio platform and subsequently disseminated on social media and sent via email to selected groups.

**Results:** The thesis describes the current attitude of selected groups of Czech society towards the potential future candidacy of the Czech Republic as a host of the Olympic Games. The survey shows that the main shortcomings that, according to the respondents, limit the Czech Republic from hosting the Games include mainly insufficient financial resources and the current state of sports venues. Among the main concerns they ranked the lack of organisation of the Games and corruption. The main positives resulting from the organisation of the Games included: modernisation of sports facilities, new infrastructure and the development of tourism. Overall, it was found that all the groups interviewed were rather negative towards the idea of hosting the Games in the Czech Republic, and in general a negative opinion prevailed among the respondents regarding the possibility of hosting the Games. It was in this question that respondents chose the most negative answers (over 54 %). The Business group is generally evenly split, with the main difference being in the distribution of individual answers by gender. The male respondents are more likely to be positive and none of the male respondents are completely against.

Women preferred more negative responses and 20 % of them were completely against. For the Media Employees group it is exactly the opposite, where females are more likely to have a positive view and none are completely opposed, in contrast to males where 27 % think there is no point in bidding to host the Games at all. In the Education Employees group, it comes out that the younger age groups (18-25) are more likely to think it makes sense to bid to host the Games, as opposed to the older age groups who are against bidding. The remaining groups (coaches, professional OG and non-OG athletes and service workers) are more likely to oppose candidacy, but their results are not demographically distinguishable (by age, gender and educational attainment).

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