

ABSTRACT

This thesis deals with the historical development of the concept of the sport at the Olympics. Compares the pros and cons of the professionalization of the sport at the Olympics and analyzes the reasons, why the rules changed. It describes a long way in the development of Olympic sport and focuses on the historical events leading up to the actual professionalization of the sport at the Olympics. Furthermore, the work deals with attitudes that held the leadership of the International and Czech Olympic Committee in relation to professionalization of sport. The last point of my thesis is to think about the consequences of the professionalization of the sport at the Olympics and its commercialization.

KEYWORDS

Professionalism, amateurism, Olympic Games, the Olympic Charter, P. Coubertin, J. A. Samaranch, Avery Brundage

