

Abstract

This thesis is focused on one of our sport diplomacy institutions, namely the International Olympic Committee. It aspires to primarily introduce the International Olympic Committee as an influential institution in international relations, whereas, also attempting to examine whether it behaves normatively and with certain political responsibility. The International Olympic Committee is introduced, based on content analysis method, in the introductory part of the thesis, whereas attention is focused on its structure, decision making process, the idea of Olympism and primarily the mechanism of host city election. Furthermore, logistic regression analysis is conducted. The analysis aspires to answer, whether the International Olympic Committee elects host cities in accordance with the principles of the ide of Olympism, or whether other factors prevail. The analysis is then supplemented with a case study, which deals with the issue of the Beijing Games. The Case study stems from the Rising Powers theory and the regression analysis results and attempts to elucidate the Beijing second success in winning the bid for the 2022 Games despite the controversy which followed the 2008 Beijing Summer Olympic Games. The Thesis comes to several conclusions. Firstly, it negates the idea of the normative function of the International Olympic Committee, as far as it states that depending on the data acquired from the regression analysis, the International Olympic Committee elects host cities in accordance with some, but not all, Olympic Charter principles, while candidate's GDP value, reffering to its economic power, is the most decisive factor. It further argues that Beijing's second success corresponds with the International Olympic Committee's latest trend to prioritise candidates with strong security index, significant economic growth and poor compliance with human rights. Ultimately it aspires to prove an explanation in reference to the Rising Powers theory.