

Abstract

This master thesis is a case study that deals with the concept of multilevel governance and its applicability in the regulation of the modern trend in shared economy - the digital platform Airbnb. The base resource for the study is the territory of the capital city of Prague, where this phenomenon has a massive impact on the problems in legislative issues. The political debate on this agenda fills the headlines of media news and tends to lead to major changes or mobilization of the electorate in the upcoming years. The enormous rise of developing this service has put politics at all levels of government ahead of serious legislative and political challenges. Application of the Airbnb service example on our theory forms the core of the empirical part of the research. The aim of this thesis is to examine the importance and role of each individual level based on the concept of multilevel governance in relation to the regulation of the Airbnb phenomenon. The main part of the thesis is devoted for processing semi-structured interviews with the main representatives of each individual level, media monitoring and analysis of available resources. Based on research is obvious that the basic postulates of the multi-level governance approach can be considered as valid because they are displayed at all selected levels.