

Abstract

Title: Analysis of the bidding process of Prague for Summer Olympic Games 2016

Objectives: The aim of this thesis is the analysis of Prague's bid for Summer Olympic Games 2016, the following determination of main causes of his failure and than a suggestion of the future steps leading towards the future organisation of Olympic Games.

Methods: We have used three managerial methods in this thesis. It was at first the system approach that identifies all stakeholders and their relations, which are all connected. This method permits to understand our subject as a complete system. After that SWOT analysis of the bid and the Fishbone diagram was used to identify main causes of the bid's failure.

Results: Main six causes were identified that have caused the failure of the Prague's bid. These causes are more a kind of internal serious problems that show that Prague is not ready yet for organising Olympic Games. Following suggestions for future steps are reacting on these results. The aim of that is to make a long-term strategy to improve the environment and relations between the sport and state and prepare good conditions in the country for the next Olympic bid.

Keywords: Olympic Games, bid, causes, sport, Prague, Czech Olympic Committee, International Olympic Committee