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College of Commerce, Catering and Tourism

**Comprehensive analysis of health oriented sport events
in Budapest**

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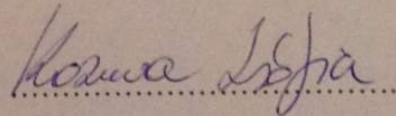
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DECLARATION

This dissertation hereby submitted in partial fulfillments of the requirements for the degree of Bachelor of Arts in Tourism and Hospitality, THM at the Budapest Business School has not previously been submitted for any other degree at this or any other institution. This dissertation and the work presented in it is the own work of the author in design and in execution and all material contained therein has been duly acknowledged.

Budapest, 30th November 2015.

A handwritten signature in cursive script, appearing to read 'Károly Székely', written over a dotted line.

Signature

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1 Introduction

1.1 The background of the study

According to the pre-Socratic Greek philosopher Thales (Miletus, 624 – 546 BC): *Mens sana in corpore sano*. The English translation of this famous Latin quotation means that a sound mind in a sound body. It refers to the close relationship between physical exercise and mental equilibrium. From the moment when humans are able to walk, the movement becomes the most important part of their life. Exercising keeps people fit mentally and physically also. The author would like to highlight the fact that sport is indispensable in life and would like to point for the positive effect of sport events on tourism. Unfortunately it is general symptom that people do not spend enough time for sport or active recreation. According to Eurobarometer's statistics (2014)¹ 59% of the European Union's population never or a few occasions exercises any sport. It is a very shocking data because sedentary life style causes serious outcomes. It leads worst health conditions for example: cardiac disease, obesity or diabetes. Sedentary life style without any exercises affects the human's soul too. The scarcity of active recreation inhibits to express them and to strengthen human relations. Moreover without any sport the stress will accumulate in people's mind. Sport is essential for having stamina to cope with problems. The author always tries to follow the pattern of healthy life style and could use own positive experiences. This thesis is a comprehensive analysis which could be a motivating tool to be familiar with the active recreation possibilities in Hungary.

1.2 Hypothesis

The hypothesis of the dissertation is that the increasing demand for sport events has positive impact on tourism. Nowadays more and more big volume sport event is organized which attracts citizens and also foreign people. It is great marketing opportunity for the organizer country to promote itself in worldwide stage and motivate the participants to visit the sights of the city or come back to Hungary again as tourist.

¹ http://europa.eu/rapid/press-release_IP-14-300_hu.htm (downloaded: 30.08.2015. 09:02)

1.3 Aim of dissertation

The aim of the dissertation is to emphasize the importance of sport events organized in Hungary. It is a key factor because people forget the fact that health is the most important value in their life. They spend huge amount of money to cure different illnesses instead of preventing health problems. The mega sport events with thousands of participants could highlight for the significance of moving and for being health. Those people who never do any sport could be familiar with new forms of active free-time spending in lively ambience. These events create a platform to communicate with new people as well give the opportunity to share experiences with each other.

1.4 Objectives

1. The first objective is to define the general impacts of an event in tourism. This section summarizes demand generator events. It concludes the economic impacts by events such as city development; infrastructure improvement of the organizer country besides it shows the social impacts for the participants.
2. The second objective is to define the complexity of the objectives of sport event. This part represents the concept of healthy life style and active recreation, satisfaction of the participants furthermore it explains the sport events which are organized with special purpose. The first and second objectives based on literature.
3. The third objective is an analysis of the current situation of sport event in Budapest based on a research. It is an overview from the various sport events and demonstrates possibilities which are given by the Budapest.
4. The fourth objective is also related to primary research. Its aim is to analyze big volume sport events which could influence the demand regarding to the last two years. The author would like to prove the hypothesis of the dissertation pertain to the demand.
5. The fifth objective is to conclude the examined situation and make recommendations. This section shows the different perspectives of the author in form of suggestions to summarize the results of the dissertation.

1.5 Structure of dissertation

The dissertation is made up from 5 chapters. The 1st Chapter includes the introduction which gives a short overview about the thesis. The author explains the reason of topic assignment, the relevance of the topic, introduces the hypothesis and the aim of the dissertation. This section demonstrates the objectives of the thesis shortly. The introduction part shall pique the reader's interest to examine the thesis deeply. Introduction is followed by the 2nd Chapter which contains the literature review. It is complex survey based on literature, journals and electronic sources. It assumes the relevant information regarding to the topic as a scientific background. The literature review links to the author's research studies closely. The 3rd Chapter explicates the research methodology. The 4th Chapter comprises an analysis of the research and evaluates the results assessed by the author. At last but not least the 5th Chapter demonstrates the conclusions and summarizes the significance of outcomes of the research results. Finally the chapter will be closed by subjective thoughts of the author.

1.6 Summary

According to the author it is important to write a dissertation which is easily understandable not only by professionals of the topic but beginners as well. It is the key factor of the thesis because it should be comprehensible by the readers to motivate them to change life style for being healthier. Moreover the research study shall prove the positive effects of mega sport events on tourism. To tell the truth this thesis examines positive impacts of sport events from various aspects. The author feels herself fortunate to have the opportunity to compass a so called 'win-win' situation in the dissertation. The focus of the writing is to create coherently, logically and punctually a dissertation which could be interesting for wide range of population.

2 Literature review

2.1 Introduction

To understand the diversity of the thesis, it is important to examine topics from profound aspects to realize the logical connections of sections. The first part of the literature review links to the introduction of the sport tourism and the general impacts of an event in tourism. One of the most important impacts is the demand generating affect due to the attractiveness of the event. The success of an event appeals improvement for the organizer country. In case of improvement process the infrastructure system could develop noticeably. Moreover the whole economy of the country could prosper from the beneficial effect of growing number of tourists and ascendance of city development. Sport events have social impacts which influence the tourists and the citizens as well. The key of reaching the advantages of events is the encouragement of health tourism and active sport tourism.

“Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes.” (UNWTO, 1989)

“The main differences between various forms of tourism derive from the reasons people have for travelling. In the case of health tourism, the primary purpose of travel is related to preservation or improvement of health. In addition, a health tourist may have several other goals (e.g. visiting attractions of interest or events, learning about culture and other activities), which the providers of the health tourism product can take into account and combine with their products.” (www.eas.ee/en/)² It means practically that the health gained more awareness between tourists.

MIDDLETON AND CLARK (2001) highlighted that thanks to the changes of environment conditions and tourist behaviour the tourism industry has to cope with new challenges. Nowadays more and more people decide to change life style; this transformation is presented in necessities of tourists. Numerous tourists would like to spend vacation actively with health oriented programs instead of passive holiday such as sea, sand and sun vacation.

² <http://www.eas.ee/en/for-the-entrepreneur/tourism/tourism-product-development/health-tourism>
(downloaded: 03.09.2015. 10:27)

The opportunities of a destination may influence the decision making procedure in case of destination selection.

Those tourists, who could be attracted by active holiday, are willing to participate in sport events as well. To investigate the other basement of sport events besides health tourism, it is crucial to mention active sport tourism. “Those individuals who travel to participate in sporting events comprise the active sport tourism category. These participatory events can take on a wide variety of forms in a wide variety of sports.” (www.lib.teiher.gr/index_en.html)³

On the second part of literature review the complexity of the objectives of sport event is analysed. Generally sport events are organized to emphasise the significance of wellness and promotion of healthy life style. The essence of recreation is also assumed. From other approach, the complexity could be examined regarding to the aim of the event because great number of the sport events is held due to special occasion. The last observed issue of the second part of the literature review is the satisfaction of the participants.

The demand is continuous for the well-known events which are held year by year. Its aim is to grab the attention of children and adults also and entertain them. The programs are complex because these events would like to be the symbol pleasant free-time spending. In case of running competitions, long time preparation is very important to accomplish the challenges. There is a link between the regular exercising and daily routine. Sport is a perfect tool for having a well-organized and systematic life style. People have to study the efficient life management as a consequence of little free-time thanks to the fast-paced World. The utilization of free-time does not raise the amount of tasks what is more, it assures the opportunity of selection from a wide scale, and it makes possible to emphasise the personal characteristics and range of self-interests. Nowadays it is clear fact that the tutoring of adequate free-time spending could not be reached only by cultural education. (BIRÓNÉ NAGY E., 2011)⁴

The big volume active sport events are not only encourage people to invest time for regular moving besides professionals trainers also help to find the answers

³ <http://www.lib.teiher.gr/webnotes/sdo/Sport%20Tourism/Sport-Tourism%20Development%20Guide.pdf> (downloaded: 03.09.2015. 11:04)

⁴ translated from Hungarian by the author

for the questions in connection of time-management, sport branch selection, healthy diet and life style changing. There are uncountable objectives could be collected to prove the advantages of these events.

2.2 General impacts of an event in tourism

2.2.1 Introduction to the sport tourism

To provide the overview about the basic pillars of sport tourism it is important to segment the market according to the purposes and motivations of travel. In sport tourism the purpose of travel is leisure. To observe the purpose of sport tourists profound it is indispensable to divide the sport tourism according to the motivations of the tourists. In this case the motivation of travel is associated with the profile of the tourists whether they are spectators or active participants of events.

GAMMON and ROBINSON (1997, n.p.) defined sport tourism as "individuals and/or groups of people who actively or passively participate in competitive or recreational sport while travelling to and/or staying in places outside their usual environment" According to the definition sport tourism could be divided into two groups according to the role of the tourists. "Sport tourists are individuals or groups of people actively or passively participate in competitive or recreational sport, while travelling to and/or staying in places outside their usual environment." (HINCH, T. and HIGHAM, J. 2004, p.19)

Passive form of sport tourism is advantageous of the hosting country noticeably. Mega sport events attract many people and this makes possible the prospering of the host country. Tourists spend huge amount of money in staying in the city during the event, in fact the level of expenditure associated with sport tourism significantly. The motivation of sport tourists is to participate in hallmark events such as Olympic Games or Football World Cup. The fans travel year by year to cheer their favourite athletes.

The reverse of passive sport tourism is the active sport tourism. The main motivator factor is the personal participation in sport events. The active form of sport tourism is also advantageous for the hosting country because many people interested in attending mega sport events. According to the assumption of the author these people not only participate but visit the organizer venue also. The emerging number of participants points the fact that the demand is rising for active events internationally.

To analyse sport tourism according to a different aspect it could be examined regarding to the demand groups and required facilities. There are four different demand groups in sport tourism. First one contains the top performance athletes, whose main goal is to being efficient. The most important factors are the accessing of the competition and the suitable training conditions. The focus is on the convenience which make possible to achieve the maximum level from their abilities. The second group contains the mass sportsmen whose aim it to preserve health. For this demand group it is relevant that the holiday is linked with sport activity. The sport facilities are determinant factors for them. The third group contains the occasional sport women and men whose motivation links to compensation and prestige play instead of sport desires. This segment prefers recreational skiing or bowling. The forth demand group includes the passive sport tourists. Passive sport tourists are interested in mega-sport events. "It includes coaches and attendants to high performance athletes, as well as media reporters. Requires high-volume infrastructures and accommodate the needs of large number of event sport attendees." (HINCH T. and HIGHAM J. 2004, p. 35)

Sport tourism could be classified according to the activities from the viewpoint of holiday and non-holiday time. It is a key segmentation method because in case of sport tourism the focus is on the activeness or passiveness of tourists. Sport activity holidays contain the single and multiple sport activity holidays which connected mainly with outdoor activities such as skiing, cycling and trekking sport camps. Holiday sport activities include the organised holiday sport activities and independent sport activities such as golf, rafting or adventurous bungee jumping. Passive sports on holidays could be divided into two groups: the connoisseur observer and the casual observer. Former one contains e.g.: the visitors of Olympic Games, Wimbledon tennis championship and stadium tours. The ulterior, the casual observer pays attention to the local activity such as bull fighting in Spain or hurling in Ireland. To draw a complete image about any sport activity during travelling, the non-holiday time sports must be mentioned. Passive sports during non-holiday time could be explained by dragon boat racing spectatorship while in Hong Kong on business. Active sports during non-holiday time comprise the recreational sport during business and conference travel.

The thesis emphasizes the active form of sport tourism. It pays attention to demonstrate the demand generating events and the motivations of sport tourist in attending on events.

2.2.2 Demand Generator active sport events

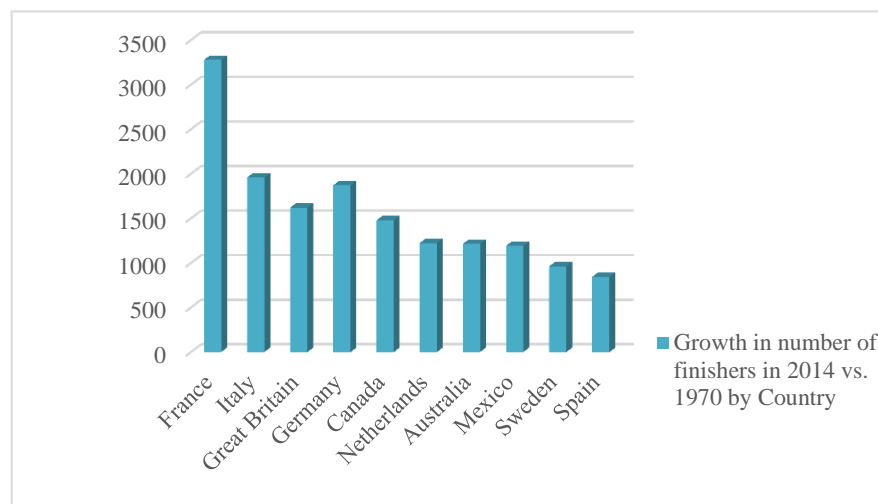
Firstly it is important to define the expression event. JAGO AND SHAW (1998, p.29), stated that: “ a onetime or infrequently occurring event of limited duration that provides the consumer with a leisure and social opportunity beyond everyday experience”. To understand the high demand for active sport events it is essential to analyse the significance of active sport event from participant viewpoint. The most important phenomena is the force of the community, the commune is a motivation factor to accomplish the chosen distance. One of the most popular sport events is the Telekom Vivicittá running race. It was the thirtieth jubilee of the race in 2015. The number of participants was over 26 000 people. For the Half Marathon the whole capacity (8500 competitor) was registered more weeks before the competition day. It is a record in for Telekom Vivicittá due to the amount of visitor besides it was the first event of the history of race which lasted for 2 days. From Hungary, participants were registered from 970 settlements. Budapest and Pest County is followed by Fejér County with 566 registered attendants. In Győr-Moson-Sopron the number of runners was 380, from Komárom-Esztergom 376 people took part in the jubilee race. Furthermore this event is well-known not only by Hungarian participants but by foreign visitors also. From 75 countries more than 2000 people arrived to the competition. From Italy 212 runner would like to accomplish mainly the Half Marathon. England was represented by 153 participants. From Germany 148 people arrived to Hungary for the occasion of Telekom Vivicittá 2015. The curiosity of the race was a competitor who arrived from Thailand to take part in the famous competition.⁵ To mention another well-known running race it is relevant to introduce the Wizz Air Budapest Half Marathon. From the 16 134 registered competitor 11 000 were individual Half Marathon entry, which is not only a national but Central-Eastern European record. The multinational attendance was outstanding

⁵ <http://www.futanet.hu/cikk/bhirek15-telekom-vivicitta-vasarnap> (downloaded: 04.09.2015. 17:36)

due to the fact that foreign participants arrived from 65 countries and the number of competitors was below 2000.⁶

To mention a famous race from abroad it is important to introduce The World Marathon Majors. It consists six of the largest and most reputed marathons in the World such as Tokyo Marathon, Boston Marathon, Virgin Money London Marathon, BMW BERLIN-MARATHON, Bank of America Chicago Marathon and TCS New York City Marathon. The organizers of these events are united in their effort to advance the sport.⁷ As a proof of the multiculturalism, since the first New York Marathon in 1970, tons of participants were represented from approximately 175 countries.⁸

Figure 1: Growing number of participants



Source: self-constructed figure based on TCS New York analytics

The bar chart presents the growth of attendants regarding to the first competition to 2014. It shows that the interest of foreign runners increased intensely. It could be influenced by the development of transportation system as well as improvement of the information and communication technology.

There is no worth to compare the Hungarian contests with a member of World Marathon Major. Although both of are marathons but the organizational levels are considerably different.

⁶ <http://www.futanet.hu/cikk/bhirek15-wizz-air-budapest-felmaraton-beszamolo>
(downloaded: 15.09.2015. 11:07)

⁷ <https://www.worldmarathonmajors.com/about/mission-statement/> (downloaded: 04.09.2015. 18:24)

⁸ <http://www.tcsnycmarathon.org/analytics> (downloaded: 04.09.2015. 18:55)

According to the author the reputed and famous marathons could be ideal model for continuing the organization of active programs in Hungary. These mega events stand as an example to emphasize the role of sport in the life of the whole population. It is noticeable that people are interested in active sport events. The essence of the running races is that the fact of competition could not poison the pleasant ambience. The professional athletes and amateur runners could compete with their personal records in harmony next to each other. The accomplishment of a common aim strengthens the human relationships. Sport events could be perfect program for families as well as team building.

The demand is high for sport races therefore the gender participants are various and it is the key factor of popularity. The evidence that the word of limit never existed in sport is the age group which consists only participants above 80 years.⁹

2.2.3 Economic impacts of an event

In sport tourism the focus is on the possibilities which are given by the visited country. The continuous development is essential to augment the number of tourists and to attract the regular tourists also. The effect of the increased number of tourists is the development of infrastructure, the renewal of sport facilities and visitor expenditure. The improvement of the infrastructure is crucial to be abreast with developed countries. Mega sport events became to a global phenomenon which influenced by the information and communication technology.

Mega sport events are well-known widely around the World. These events are beneficial from the viewpoint of large potential generation thanks to the boosting number of tourist. The potential could be distinguished according to tangible (expenditure, infrastructure development) and intangible (national pride, country image) forms.¹⁰

“The event will bring more income to the destination and in the long run foreign direct investment, as tourists (including potential investors) impressed by the beauty of the country seen on TV and around, perfect organization and hospitality of the receiving community will return as tourists (or investors) or at least will influence decisions of other potential tourists by making them willing to visit the

⁹ <http://www.tcsnymarathon.org/analytics> (downloaded: 04.09.2015. 19:40)

¹⁰ <http://neta.itthon.hu/download.php?docID=36103> (downloaded: 04. 09. 2015. 19:56)

place.” (KOZAK, W. M., 2015, pp. 117) There are negative sites of mega events also. Regular tourists suffer from many sport fans who crowded out them from the cities in case of mega sport event. Another disadvantage of running races the increasing crime as phenomena, terror threats because the huge amount participants. (KOZAK, W. M., 2015)

New York City Marathon is one of the most beneficial events of city. It attracts 45000 runners in 2010. The race generated 340 million dollar. More than 24.3 million dollar went to organizations based in New York City. Crain’s New York stated that: “This race has clearly become a cornerstone of positive economic activity for New York that the city can count on year in and year out. The study shows that people treat the marathon as a celebratory life achievement. They are going to the nicest hotels and spending at the finest restaurants. Visitors from abroad stayed an average of six nights in New York, while domestic visitors from other states stayed 3.9 nights.”¹¹ To evaluate it is remarkably to conclude that the running race has positive impression for the economy of the host country. It is a thought-provoking that the metropolis which one of the main business centres of the World could transform for a day to inspire people to run and to emphasise healthy life style, other countries should act similarly.

The Hungarian contest is less famous, however in Central and Eastern European level it plays important role. The course of Margaret Island is the absolute favorite of inhabitants of Budapest; moreover it is a regular home of different sport oriented events. During the last year the running track of Margaret Island was reconstructed as a consequence of city development. It was a great investment because not only the course was renewed but different sport possibilities become available for athletes. The investment extended to the creation of cloakrooms drinking facilities and directional board. The total expenditure was 392, 7 million HUF.¹²

¹¹ <http://www.craigslist.com/article/20110427/FREE/110429872/nyc-marathon-runs-big-money-into-city> (downloaded: 10.09.2015. 09:43)

¹² http://hvg.hu/sport/20150908_vegre_elkeszult_a_margitszigeti_futokor (downloaded: 10.09.2015. 10:28)

Big volume events do not bring only gigantic tasks to the organizer country; it is a perfect tool for promoting itself and to exploit the opportunity for urban regeneration and infrastructure development.

2.2.4 Social impacts of an event

TEO, P. (1994, p.126) defines social and cultural impacts of tourism as: “the ways in which tourism is contributing to changes in the value systems, morals and their conduct, individual behaviour, family relationships, collective lifestyles, creative expressions, traditional ceremonies and community organization.”

Events in general aspect create platform for people to meet and communicate with each other. Big volume events gather huge amount of people and affect impacts on their life. "At a basic level this might simply be the creation of an enjoyable or pleasurable experience for spectators. At an advanced level this might be the creation of an opportunity that positively changes peoples' long-term behaviour." (www.eventimpacts.com)¹³

To demonstrate the impacts sport events it is relevant that events are organized to entertain the lovers of physical exercising and to introduce a new way of life for people who practice couch potato life. The expression couch potato refers to those people who usually have sedentary life style and in their free-time instead of moving they sit in front of the television. The force of sport motivates people to accomplish their aims, let them to be a member of a community and to reach social appreciation. According to COAKLEY, J. J. (1990) the importance of sport in social level is represented with great attention by the media. Mega sport events are perfect tools to attract the awareness of participants to start any kind of exercising. Sport events highlight the fact that the sport should be part of self-fulfilment and it has to be a source of happiness. (PIKÓ PLUHÁR, KERESZTES, 2007)

The tourists compose opinion according to personal experiences. The experiences will determine their acts in the future. The positive experiences highly influence the tourists to attend an event continuously.

Sport events are able to fill people with energy and positive feeling thanks to the advantageous effects of moving together with thousands of people.

¹³ <http://www.eventimpacts.com/social/> (downloaded: 12.09.2015. 07:32)

2.3 Complexity of the objectives of sport event

2.3.1 Concept of active recreation

“The word recreation derives from the latin recreare implies to reconstruction, reproduction.” (SZABÓ J. 2002, p.23)

Nowadays people are jeopardized to the highly increased number of working hours which leads for mental emptiness and depression. The value of free-time gained important role in life. People have less free-time and they tend to spend it with relaxing or sitting in front of television due to the false theory that the most effective way of recreation is the inactive resting. RÓKUSFALY (1986) stated that the recreation is a tool which helps us to consider life in a happy way with productive attitude.

“Recreation consists of an activity or experience, usually chosen voluntarily by the participant, either because of the immediate satisfaction to be derived from it, or because he perceives some personal or social values to be achieved by it. It is carried on in leisure time, and has no work connotations, such as study for promotion in a job. It is usually enjoyable and when it is carried on as part of organised or community services, it is designed to meet constructive and socially worthwhile goals of the individual participant, the group and society at large.” (KRAUS, R. 1966, p.7) In fact, recreation is an efficient way of relaxing in form social, playful and moving activity which is spent parallel with daily routine tasks for the reason of minimizing stress and regular feeling of tiredness and fostering the physical and mental performance in free time. It is relevant that the activity is not obligatory; its aim is to help the self-expression in a mode of active entertainment without encumbrances. The recreation training and hobby sport are sum of moving activity without a concrete category because it includes sport activities tied to rules and active exercise without any formula such as hiking or regular walking. The external exceptions and forces are inessential nevertheless the human’s mind and body is in the centre of the concept of recreation.

It is important to differentiate the sport and recreation. The active recreation is diverse from competitive sport that the aim of ulterior is the boosting of accomplishment up to the highest possible level; on the other hand the objective of the recreation is the achievement of health life, well-being and relaxation. The key word of the recreation is the happiness and joyful free-time.

2.3.2 Satisfaction as the main objective of sport events

“In tourism literature satisfaction has been shown to be a strong predictor of behaviour intentions in the post-trip phase when individuals evaluate overall trip experiences.” (KAPLANIDOU K. and GIBSON J. H. 2010, p.166) The satisfaction of customers is in the focus in tourism industry. Positive experience of a service or a product provided by a tourism destination brings good reputation for the visited place. The significance of the experience is the impression on further intentions by the customer, loyalty and positive word-of-mouth reference. In fact, individuals share their personal experiences and recommendations with each other through the internet. Nowadays thanks to the ICT development people could search information from the destination or from an event through the Internet comfortably and quickly. Uncountable numbers of websites are available for tourists to explore previous experiences regarding to the chosen destination, before they make a decision to travel. Former personal positive experiences of satisfaction influence the behavioural intentions to participate again in the event. “It is expected therefore that highly satisfied individuals will have more positive attitudes towards participating in the event again, suggesting therefore, the role of satisfaction as a driver for repeat purchase.” (KAPLANIDOU K. and GIBSON J. H. 2010, p.167)

RYAN, C. and COVE, J. (2007) highlighted that satisfaction is founded on pleasant feelings that motivate the tourists to revive again the experience at the destination. In case of active sport the origin of the satisfaction is the various approaches created by the participants. The amusement stands in the centre of sport events. The beauty of these events is that the amateurs could spend their free-time with professionals in harmonic ambience in a way of active entertainment. In case of running race events provide races with different distances for the whole family. Sport lovers could select sport events according to its main activity such as running, exercising, hiking on the other hand many event has a special theme and people sport for an aim e.g.: Telekom Vivicittá City Defender Running Race. The colour of sport events makes them popular than ever.

2.3.3 Sport events with special aim

Sport events which organized for a special aim could be useful from more viewpoints. Active sport events with special aim make opportunity to help other people. In practice the participants donate to a miraculous aim with attending on sport events which would like to help the disabled children or cancer patients. These events are important to emphasize the force of community because people fight in theory for a common objective which is linked to the whole population. Many people take part these type of events because they are involved personally in the topic, the others would like to attend to pique the attention of the population for problems. What is more there are events which are organized to point to the relation between environment and personal health. Bicycle day highlights to the fact that sport and active life style is important moreover these events are special due to the fact that the use of bikes instead of cars makes the environment less polluted. These events are popular with families because children could learn about the environmentally friendly life style while they exercising. "Green living is a lifestyle which seeks to bring into balance the conservation and preservation of the Earth's natural resources, habitats, and biodiversity with human culture and communities." (sustainablebabysteps.com)¹⁴

More and more sport events are organized due to the fact that many people are not aware of health and environmentally friendly life style which is indispensable in their life. The significance of events with special aim is to highlight for general problems and to help the participants of following the principles of healthy and green life.

¹⁴ <http://www.sustainablebabysteps.com/definition-of-green-living.html>
(downloaded: 22.09.2015. 16:33)

2.4 Research methods and research methodology in general

This section represents the research methodology and the adequate methods in primary and secondary research to collect data for the reason of proving the hypothesis of the thesis and for achieving the main objectives of the thesis.

Secondary research means collecting, examining and analysing information or data which was collected by someone else. (BABBIE E., 2013)

The author investigated the already existed literature regarding to the topic of the thesis. In practice it is an analysis based on wide scale of professional books, official journals, studies and statistical surveys. Sources could be online and offline. The secondary data could be applicable from the viewpoint of the research but it is important to mention that it was collected originally from another reason.

Secondary data could be a primary research also. For example a statistical data which was collected by somebody else could be a part of a primary research.

Primary research refers to the activity of collecting first-hand data instead of using the information of book, journals and other type of secondary data. Its main aim is to prove whether the truth or the falsity of the hypothesis. DRISCOLL D. L. (2011) highlighted that the system is built up from the following parts: researchers improve research questions or hypotheses and collect data on events, objects, or people that are measurable, observable, and replicable. The last step in the process of primary research is to assume the conclusions of the research and transfer it to a new fact which could be accepted by other people.

“Research methods may be understood as all those methods/techniques that are used for conduction of research. Research methods or techniques thus, refer to the methods the researchers use in performing research operations. In other words, all those methods which are used by the researcher during the course of studying his research problem are termed as research methods” (KOTHARI, C. R. 2004, p.7).

The range of research methodology is wider than that of research methods. Therefore research methodology comprises the research methods, moreover an examination about the logic behind the methods. In this case the context of the research study is explained and the cause of chosen method is disclosed. The researcher assumes of the evaluated information and demonstrates the conclusions that research resulted. Types of research are the following: descriptive or analytical, applied or fundamental, conceptual or empirical and qualitative or quantitative.

The two basis approaches to research from the mentioned types are the qualitative approach and quantitative approach (KOTHARI, C. R. 2004).

“Qualitative research main is to gain a deep understanding of a specific organization or event, rather than a surface description of a larger sample of a population. It aims to provide an explicit rendering of the structure, order, and broad patterns found among a group of participants.”¹⁵

In case of qualitative research the data collection method is the observation. Observation is the selection of and recording behaviours of people in their environment. The essence of the observation is the fact that in-depth descriptions are available that could not be reachable with other research method. The objective of qualitative research is to explain the causes of problems and behaviour of people.

“Quantitative research refers to the systematic empirical investigation of social phenomena via statistical, mathematical or computational techniques. The process of data measurement is central to quantitative research because it provides the fundamental connection between empirical observation and mathematical expression of quantitative relationships.”¹⁶ The quantitative information could be classified and statistics could be calculated from the data. The quantifiable data could be demonstrated in tables and charts. The objective of research is to evaluate the collected data from the sample and conclude the outcomes of the research.

The difference between quantitative and qualitative method is that the former's results are limited because the quantitative data assures numerical information instead of detailed narrative description as qualitative data. In case of qualitative research the sample is small and generally not representative. The quantitative research is totally the reverse of the previous because the sample is great and usually representative. Furthermore in quantitative studies the research methods are set before the observation begins, it means in practice that the observation are collected before analysis begins, and after the analysis is accomplished there no further observation are made. In qualitative research the analysis begins when data begin to be gathered. After data collection an observation starts again.

¹⁵ Based on lecture of Anita Teodóra Wiesenmayer 2015

¹⁶ Based on lecture of Anita Teodóra Wiesenmayer 2015

To conclude it is important to mention that before the research process main objectives of it must be determined. The researcher must decide the type of the research, way of the data collecting, the data analysis method, and the main objectives of the research.

2.5 Summary

This section summarizes the essence of the thesis regarding to the literature such as books, journals and essays. Its main aim was to introduce the topic profound and demonstrate the academic background of the included facts and figures. The author would like to pique the curiosity of the reader to be familiar with a topic which is linked to everybody. The literature review draws an orientation for the reader to get a brief and compact summarization of the concerned issues and ultimately with the research methodology. In the next chapter the research analysis shows every collected data by the author.

3 Research Methodology

3.1 Introduction

In chapter the author demonstrates the applied research methods, the data collecting methods and the data analysis methods. The main objective of the research proved the hypothesis of the thesis. The author main aim is to study the relevant literature and being a reflective practitioner who is able to evaluate the freshly made first-hand research. Through the research primary and secondary data were also collected. The topic of the thesis is innovative, it follows that the literature sources are limited. In this case it is indispensable to combine research methods. The author used quantitative method research in form of questionnaire survey and published statistics and qualitative research method in way of mixing observation with interviewing. To conduct a complete research the focus must be on the efficiency, for example the qualitative research could include quantitative data such as age, job or household size. In case of quantitative research, the researcher may obtain qualitative data such as observation of travellers.

3.2 Secondary research

The collection of the secondary data was started in September 2014 due to the fact that the author was interested in the topic of active sport events. As an advice of academic supervisor the author had to explore the literature background of the topic before the assignment of the objectives, hypothesis and aim of the dissertation. It takes long weeks to construct the proposal in order to create an appropriate structure.

In aware of being precise and broad minded the author visited many times the library of Budapest Business School for gathering acceptable quantity of information. The data was collected from many sources such as books, journals and newspaper articles. The procedure of information collection takes longer time regarding to the process of developing in personal skills and to being well-prepared in the topic. It is not enough to read about the topic of the thesis, firstly it is important to be oriented in relation with dissertation writing and to be familiar with the common tricks and rules. The books were chosen according to a system, from a wider aspect into a narrower view.

This topic is not discussed completely in books that are the reason why the author had to apply secondary data in the literature review as a part of secondary research. These data are the statistical information about the prospering effect of mega events for the country. Despite that the author searches for general and more official information, the opportunities were highly limited because of the curiosity of topic. Without statistical data the literature review is not adequate due to this section should demonstrate the advantageous impacts of sport events in numerical data.

Secondary data was collected through the Internet in form of e-books, journals and articles. Although Hungarian active sport events are famous and well-organized, in comparison with the EU level, the sporting activity in Hungary is not promoted as strongly as in Western-European countries. This was the purpose why many essays and articles were found from foreign resources. Unfortunately, lot of sources are not official so the selection of safe sources also takes longer time. The possibility to explore the work of foreign authors' with different cultural views was a great advantage. It broadens the scope of information and enriches the value of the dissertation.

3.3 Primary research

The main aim of the primary research is to test the hypothesis and to prove the trueness of it. The author applied mixed methods, because the primary research is built up from qualitative and quantitative research methods.

Quantitative research contains a questionnaire which was constructed to verify the hypothesis that activity of foreign sport tourists affects the Hungarian tourism positively. The questionnaire was controlled by the academic supervisor of the author who reflected that the questions must be in a logical sequence and easily comprehensible. It contains thirteen closed questions and one opened question. Questionnaires were done personally by the author which was a great challenge of her. The questionnaire was anonymous to enlarge the number of respondents because many people are not willing to disclose their name. The author kindly asked her relatives and friends to accompany her to the 30th Spar Marathon which was held on 11th October 2015 in the hearth of Budapest. The target group was foreign participants.

The researcher group contains 4 people with different language skills such as German, English and Italian. The task was to find minimum 100 attendants who arrived from different foreign countries to participate in the competition. The time was a key factor because the group had less than 2.5 hour to accomplish the appropriate quantity of questionnaires. The questionnaires were translated into English and German language. It was a great team work because 105 questionnaires were totally filled. It was risky assignment for the researcher because there was a chance to fail in finding of adequate number of respondents in a short time. As the aim was achieved the researcher succeeded to collect fist-hand data.

The piloting process of the quantitative research was made by friends abroad. It was done by people who did not involve at final sample. Friends from abroad checked interpretability from a foreign point of view to avoid the misunderstanding on spot. Pilot study was a good feedback for the author and an assurance about adequate data collecting questions. The questionnaire was a little long; therefore the author must shorten it to speed up the process of filling due to the fact that the participants of the running race mainly concrete on the competitions.

As a part of qualitative research the author visited the BSI FUTÓ Ltd. for research materials. BSI is responsible for the organization of main running events of Hungary which could be attractive for foreigners also. The chosen technique of the author was to ask more or less the same from the interviewees. The reason of asking similar question is to recognize the differences between the views of the employees. Moreover the interviewed employees work on different sections of the company which makes possible to gain useful and diverse facts. The first interview was made with Gabriella Barát who is responsible for the foreign marketing. The author sent an introduction email to her with details of the dissertation. Although Mrs. Barát lives in Germany she was willing to help in the research and answered the interview questions through an email. She guaranteed to give statistics also. The second interview was made also in electronically way. The interviewee was Zoltán Holczer, the leader of the registration office. At last but not least it is important to mention Attila Trieb who helped with his cooperation. He works with the registration of the foreign participants. The amalgamation of the interviews clarified the directives of

the company. The author could be familiar with statistical data about attendance of foreigners.

Pilot studies help to avoid collecting irrelevant data. The piloting process of the qualitative research was made by friends, relatives and the academic supervisor. Friends and relatives controlled the interpretability and simplicity. The supervisor advised to use interrogatives such as of “how”, “why”, “what” instead of applying any closed questions in the interview.

3.4 Data analysis method

The qualitative and quantitative data was collected in different ways; therefore the process of analysis is also diverse. The questionnaires of the quantitative research resulted in numerical data which could be adapted to statistics. The interviews of the qualitative research produced narrative data. The focus in the data analysis is on the interpreting hence, it is not enough to demonstrate the results of the research, and the outcomes must be explained by the author.

The filled questionnaires was evaluated manually and conducted to the computer by the author. As it was mentioned, the target group of the research was only foreign participants of the running race. Thus, the questionnaires were written by English and German language.

The electronic interviews were analysed solely and after totalized and controlled by the author. As the interviewees were Hungarians the author must translate the answers to English. The interview questions are linked to the objectives of the thesis. The gained information was selected and the author amended it with the consequences of the sorted data.

3.5 Summary

The researcher pays attention to stand for the major objectives of the thesis. The research was made up according to a logical sequence and the author strives to narrow information to relevant data. The researcher was objective and avoided manipulating the interviewee in order to influence the results. The research must be detailed to investigate the milestones of running events and characteristics of the participants on the other it should be bounded to the main direction of the thesis. The results of the research verify or contradict the hypothesis. As more method was involved during the research, it was a complex work. The secondary research based on literature sources and the primary research was conducted by the author. The qualitative and the quantitative data were sorted and analysed in the next chapter.

4 Research Analysis

4.1 Introduction

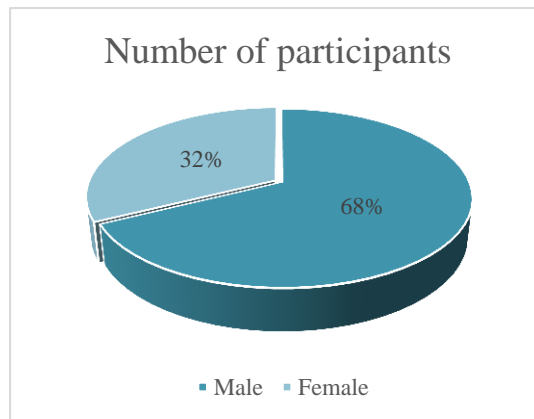
This chapter is a complete summary of the author's research. This section will support or reject of the hypothesis of the thesis. The analysing process of the research is a key part of the whole dissertation because the collected data is transformed into new knowledge which contains edification in connection with the topic. In this case the author amends the facts and figures with explanations and helps to understand the results of the research. It is important to determine the analysis method to examine the collected data in a most effective way. The interviews are evaluated with summarizing. The author highlights the similarities and differences of the respondents' point of view. The quantitative research, the questionnaire is analysed regarding to topic areas separately to demonstrate the data sufficiently. It enriched with figures to demonstrate the results visually and useful amendments of the author.

4.2 Analysis of primary data

4.2.1 Analysis of questionnaires

The primary data was conducted personally by the author as part of quantitative research with a questionnaire. The questions were prewritten and the piloting studies were conducted to avoid any misunderstanding. The target group of the questionnaire were participants from abroad. The foreign nationality of runners was the only condition which was taken into consideration. It was important to differentiate the runners from their supporters because many relatives arrived in order to cheer. Although these people also use the travel related services and rise the volume of Hungarian tourism but the researcher insisted on selecting only foreign registered runners. The age group and gender was not predetermined by the researcher. The sample was as random as possible. The researcher supported the respondents for being honest. The main aim was to collect appropriate and real data. The total number of completely filled questionnaires was 105. Following data of research are concerned only to the research sample.

Figure 2: Gender distribution in Spar Marathon Budapest 2015

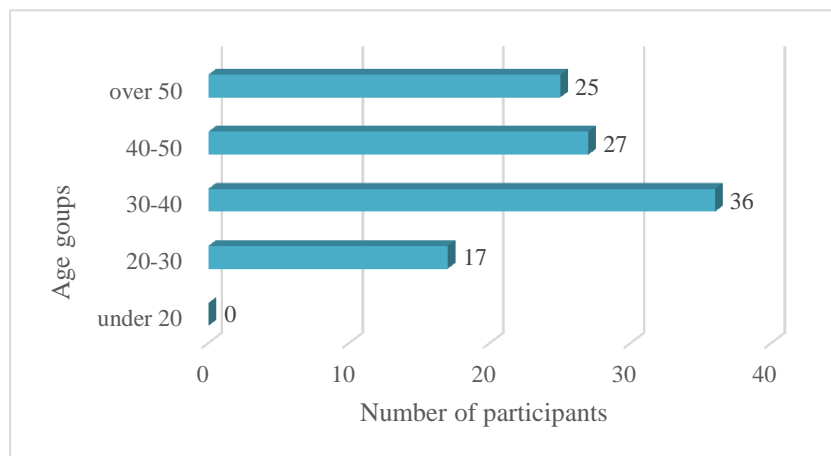


Self-constructed figure based on data of questionnaire

The first question was concerned to the gender of the participants. As it is visible Figure 2 shows the majority of runners was male. 71 out of 105 participants were male and the number of female competitors in the sample was 34. In percentage it means that the 32 % of the observed sample was female and 68 % was male.

As the respondents were selected randomly it could be a conclusion of gender statistics that Spar Marathon Budapest in 2015 was mostly preferred by men.

Figure 3: Selection according to different age groups



Self-constructed figure based on data of questionnaire

The second question refers to the age of participants. It is visible on Figure 3 that the segment of the youngest age group which indicates the runners under age 20, resulted in zero. Although it is an unexpected result, it could be explained by facts. The runners generally prepare for the competition through years or long-month.

It depends on personal physical conditions. Those people who are willing to run a marathon and do it with enthusiasm have running history from their past life. This sport branch based on systematic training, the biggest challenge is to being persistent day by day. The preparation for a competition is the greatest task. According to the author under age 20 people do not have the stamina and endurance, normally this stage of life-cycle is concentrated for other bunch of tasks. Of course there are professional athletes under 20 who are able to accomplish a marathon, but the research would like to examine the amateur runners' habits. The most frequent age group was the mid age because 36 out of 105 participants were between age 30 and 40. It is followed by age group 40-50 with 27 runners. It is noticeable that the age group over 50 contains 25 participants which are the 24 % of the observed sample. The author was wondered when spoke many people over 50 who has perfect physical and mental condition. These participants are amazing for their energy and eagerness.

The third question is related to the citizenship of runners regarding to the country where the participants came from. This table below shows the punctual nationality data of the sample to prove the international popularity of the Hungarian contest.

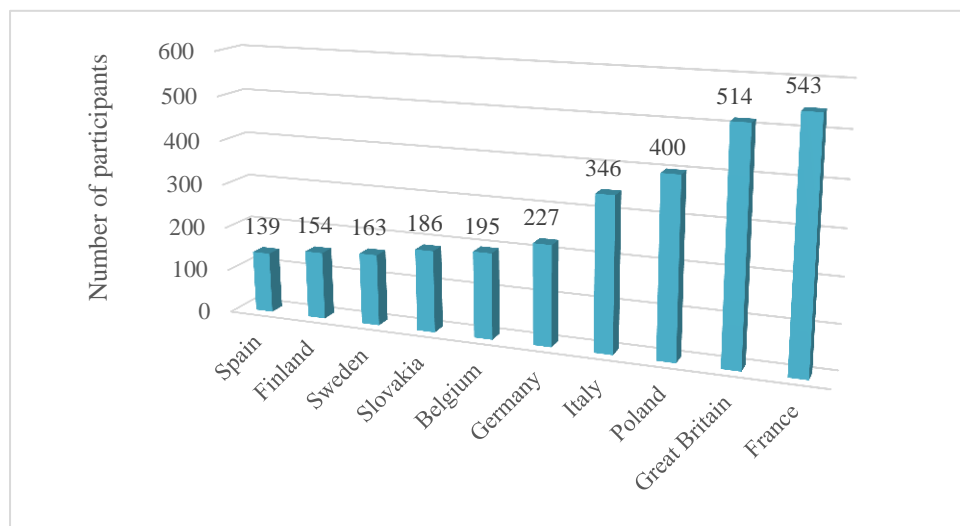
Figure 4: Summation of foreign respondents according to nationality

Country	Number of participants	Country	Number of participants
Netherlands	1	South Africa	3
Serbia	1	Slovakia	3
Hong-Kong	1	France	4
Norway	1	Spain	5
China	1	Sweden	6
Scotland	1	Austria	6
Ukraine	2	Russia	7
Usa	2	Italy	7
Portugal	2	Poland	8
Romania	2	Great Britain	11
Denmark	2	Belgium	12
Czech Republic	2	Germany	13
Brazil	2		

Self-constructed table based on data of primary research

Germany is the first on the list, but it is followed closely by Belgium and by United Kingdom. It supposed that Hungary is popular in Western-Europe. In the qualitative research the reason of popularity is detailed regarding to low price level of quality services and additional costs from Western European point of view. According to the author the most important component of the data is the runner from Hong-Kong. He told that the reason of participating is that Hungary is an attractive destination and it encouraged him to choose this competition from other numerous options of Europe. It is proof that the appropriate organization level of a competition is not enough; the runners are influenced by the facilities and attractions of the hosting city. It is important to take into consideration that the observed sample is a small proportion from the total number of participants. The qualitative research highlighted that attendants arrive from 150 different countries respectively for the annual total number of the competitions of the BSI FUTÓ Ltd. The sample includes the data of 25 nations. It could be the consequence that the sample was small with its 105 respondents in comparison with the total amount of foreign attendants which was 4284 participants on Spar Marathon Budapest in 2015.

Figure 5: Countries with greatest number of foreign participants

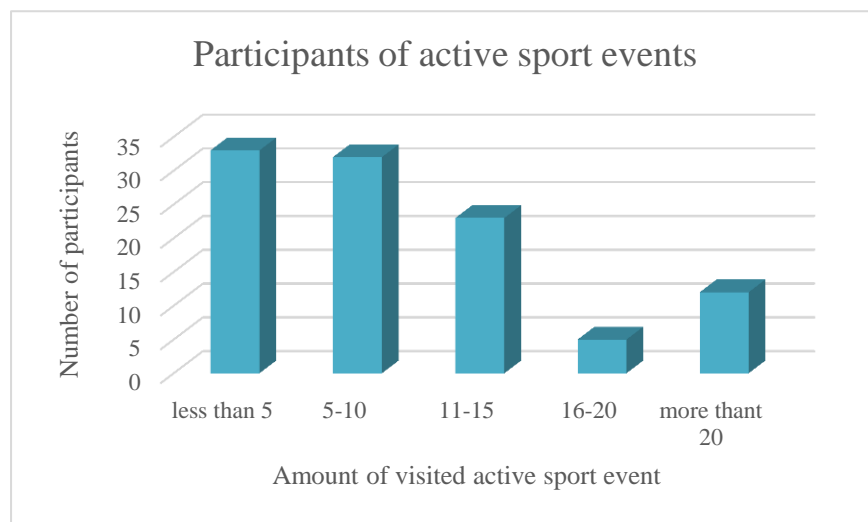


Self-constructed figure based on data of BSI Ltd. regarding to Spar Marathon 2015

Figure 5 demonstrates the total number of participants of Spar Marathon 2015 based on the registrations to the contest. This figure shows top 10 countries which were presented with the highest number of participants from the total 75 countries on Spar

Marathon Budapest 2015. The author would like to emphasize the relation between the primary research sample and the sample which consists every foreign participants regarding to Spar Marathon Budapest 2015. To compare the samples it is visible that French participants represented with higher proportion in the total amount of participants that in the research sample. The research sample contains participants from the top 10 countries expect Finland which is represented only in the official statistics by BSI FUTÓ Ltd. The entire list which includes the whole participation data is attached in appendices.

Figure 6: Frequency of attended active sport events per a year



Self-constructed figure based on data of questionnaires

The aim of fourth question was to recognize the volume of sporting activity by runners during a year. As Figure 6 shows majority of the respondents participates less than 5 events. It could be explained by the fact that a marathon requires strict preparation and outstanding energy resources which discourage the continuous travelling. The reverse of this philosophy is also applied by runners. In practice it means that runners attend many events to train for the final contest. It depends on personal views and training schedule of the athletes. The results were more or less the same in the first, second and third group. It indicates the diversity of the runners, their methods of accomplishing the challenge.

People who filled the questionnaire were monitored according to their private habits regarding to active sports. 81% of them favoured running races but other sport branches were also mentioned such as bike days or other exercising oriented events.

There is a correlation between sport branches, runners as active people usually do other sport also. Some of participants stated that they prefer triathlon which built from running, biking and swimming. It is a proof that running plays important role in different fields of sport.

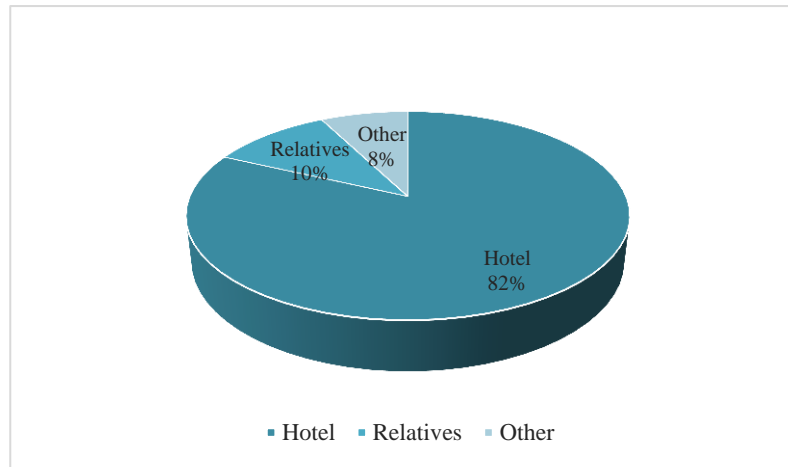
The next examined area is related to tourism, it was an investigation about the spent days in hosting city. It is a clear fact that active sport tourists prefer longer stay. 70 % of the respondents have chosen to stay more than 3 days. Only 3 % of the foreign participants decide to stay only one day. The reason is logical; this contest requires a rested and fresh competitor. Travelling on the competition day is risky and could causes inconveniences for the competitor which is harmful for personal achievement. What is more three days is enough to visit the hosting city.

98 out of 105 foreign participants answered positively for the questions that whether they are interested in attractions or not. It is very good result but in this case the researcher should consider the influencing personal factor. The respondents may be dishonest to avoid being ashamed if they are not interested in sight-seeing of Budapest. The steady victory of positive answers indicates to think that part of the responses was forced to impress the researcher. The author experienced the opposition of this theory because the questionnaires were filled before the contest. The runners were excited and they concentrate on the competition, this was a totally anonymous test and it was no worth to lie.

There were questions to measure the willingness of revisiting the country and the opinion about offering it for friends as a destination. The answers were as positive as for the previous question. Both questions were resulted in 80% approval which means that significant part of the respondents would like to revisit Budapest; what is more they are willing to offer for friends and relatives as a holiday destination. The theory of influencing personnel presence could be an impact on respondents in this case also. The research members tried to use the personnel relationship in other way. They talk with runners and create a harmonic atmosphere to gain real data. Consequently, the conversations during the questionnaire filling were smooth and joyful.

The type accommodation was also examined in order to realize the effects of big volume active sport events on tourism. Figure 10 shows the proportions of different accommodation possibilities.

Figure 7: Preferred accommodation type by foreign runners

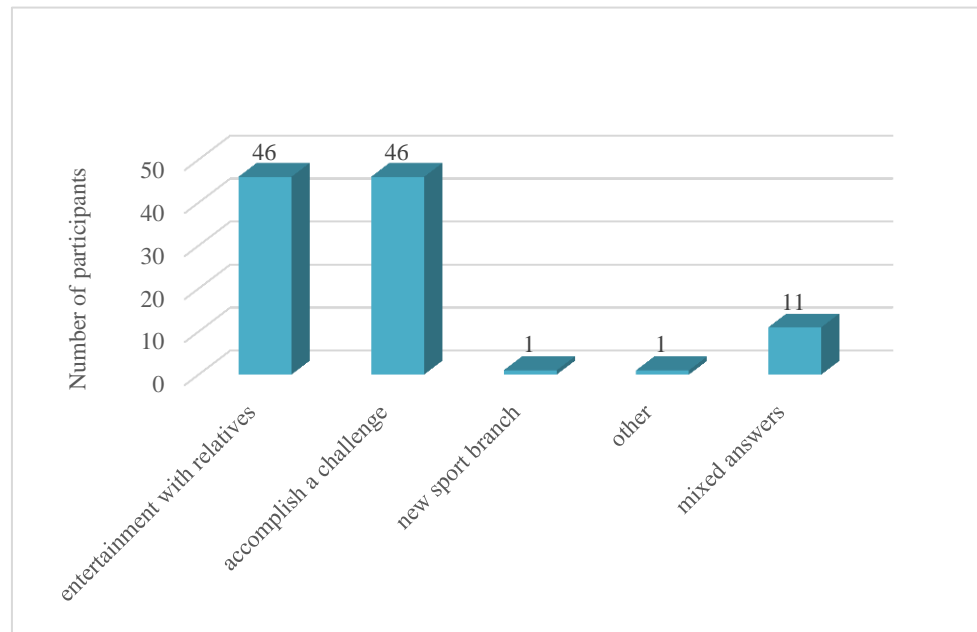


Self-constructed figure based on data of questionnaires

As it is visible in the segments of pie chart the foreign runners prefer staying in hotel. The running society generally invests money for adequate accommodation for the purpose of convenient resting before and after the running. The main objective of the runners is to accomplish the challenge of running race; the city visiting and utilization of services are sub-objectives. The runners organize everything in accordance with the competition.

To create a complex survey the satisfaction of the competitors must be measured. The smaller ratio with 9% answered that they are not satisfied. The dissatisfaction mainly caused by the crowdedness of the dressing rooms. The result is outstanding, 91% of the sample declared maximum satisfaction thanks to the perfect information system. As it is was previously demonstrated, Hungarian competitions are well-organized and provide quality services in international level. The level of satisfaction is also measured by the BSI FUTÓ Ltd. in a frame of feedback after the competitions. It is very useful, it shows the attitude that they would develop year by year. From participant point of view it is good impression that the organizers are interested in amateur runners' opinion and not only concrete on overwhelming the sponsors.

Figure 8: Motivations of participating on running events



Self-constructed figure based on data of questionnaires

The motivations of participating were analysed in order to recognize the source of popularity. Figure 8 indicates the different motivation groups. It is seen that the first and second resulted with almost the same proportions. It proves that running is more than a sport branch it creates social ties thanks to the lively atmosphere and common entertainment with family and friends. The author recognized during the research that the foreign runners compose coherent groups whose members create a community. In this case the members of the group ride a common hobby. Certainly, it is a great challenge for regular athletes whether in professional or in amateur way, many runners arrive with this motivation of achievement. To conclude the diversity of motivations, running creates physical balance and encourages strengthening social relations.

Final question concerned to the habits related to healthy life style. The pie chart below shows the proportions according to the attitude toward healthy diet. 94% of the sample stated that the healthy diet is also significant parallel with sport activity as part of healthy lifestyle.

4.2.1 Analysis of interview with Gabriella Barát

As it was previously mentioned the first interview was made with Gabriella Barát the marketing manager of foreign affairs of BSI FUTÓ Ltd. since 2006. The author presupposed that that her foreign residency is in connection with her work. The author would like to find out the reason of living abroad in the frame of their interview but it was an unexpected fact that she works in Germany because her husband work there. Mrs Barát works as teleworker. It was a kind of warm-up question; further questions are strictly concentrated on the main effects and features of running events.

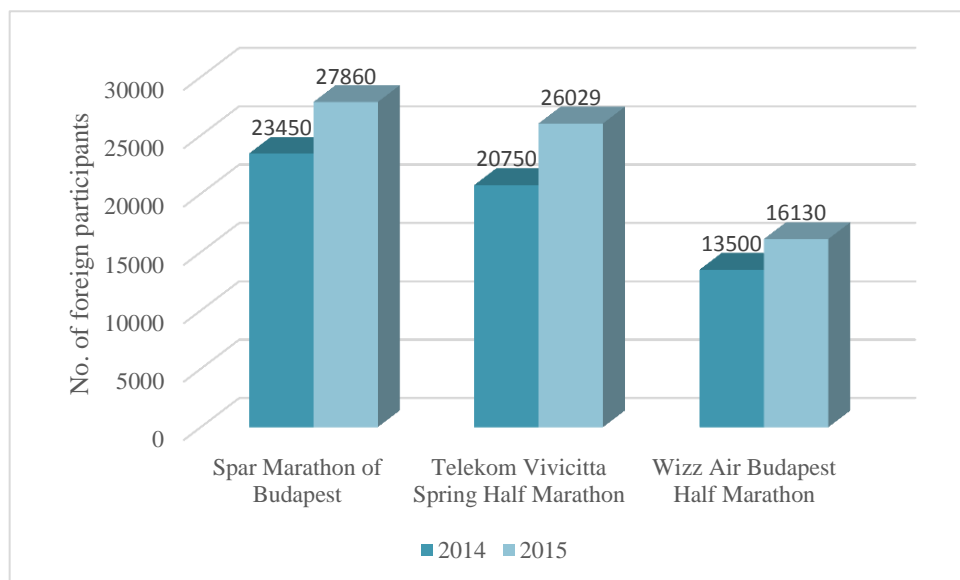
The economic impacts of high volume active sport events were previously examined in literature review through secondary data, but the primary research makes possible to gain a wider view from the topic. According to the number of participants and volume of flowing money, active mega sport events have impacts on the national economy. Running races generate turnover that has an effect on incomes and tax revenue. The amount of registered participants was 115,409 in 2014 regarding to the total number of competitions of BSI FUTÓ Ltd. The inbound and the domestic tourism is affected by the running races. Active sport events ensures working places, permanent working place for the core of the company who are responsible for the main organizational part of the events. Moreover big volume events make possible to employ 100-1500 person depending on the size of the event.

According to Gabriella Barát the social impacts of active sport events are also significant from three aspects. The first is the common hobby which forms a community from the individuals which interferes the mental isolation of humans. The members of community will ask for help from somebody else because there is a great number of familiar people who are willing to listen their problems or feelings and help them. Thanks to the close human relations the individual social net strengthens easily. The second social impact is linked to the labour market. Those people who regularly do any kind of sport will transform mentally. In fact active people are result-oriented, determined, diligent which partially caused by the regular sport activity. These characteristics guarantee to be more competitive on labour market and augment the chance to find job easily. The third aspect is linked to health care because the medical expenses diminish in long-term and permanently, as the participants of active sport events are focused on healthy life style. This leads to the

fact that the attendants of active sport events are so called health preservers. From another approach active people are also advantageous for the society. Those people who omit the sport from their life are taken to the risk to suffer from cardiac diseases and obesity. According to the opinion of the interviewee it is unrealistic that health care institutions breed the same amount of money for active and an inactive people.

Further questions of the interview were oriented towards the reason popularity of the running races and scope of fans. The most popular running races were held in Budapest. The cause of location could be the fact that as a capital city of Hungary, Budapest is attractive for foreigners from other viewpoints beyond the running race. In this case the active sport tourists find interesting the facilities of the city. The three major competitions are the Spar Marathon of Budapest, Telekom Vivicitta Spring Half Marathon and Wizz Air Budapest Half Marathon which depose the highest demand on international level. These competitions are also called “Run in Budapest” events. The number of registered attendants rises year by year. It could be explained with the growing number of people who feel responsible for their health and change life style and with the good reputation of the Hungarian races.

Figure 9: The comparison of risen number of participants



Source: self-constructed figure based on BSI data

This figure consists the comparison of the latest 2 years regarding to “Run in Budapest” events. In this case the total number of foreign participants is observed,

as it is visible all of the competitions are extended from the viewpoint of number of participants. The attendant number of Telekom Vivicitta Spring Half Marathon considerably increased from 2014 to 2015. This competition is always held at the beginning of spring as the first major opening competition of the year. According to the assumption of the author the reason of the high increase year by year on Telekom Vivicitta Spring Half Marathon is that many people start doing any sport activity in spring with the possibility of outdoor activities. The most popular event is still the Budapest Marathon with its 27 860 registered participants in 2015. To evaluate the participant number of this competition it is important to examine the complexity of the attendants. Author would like highlight the volume of the foreign participants. The events organized by BSI FUTÓ Ltd. could be selected according to participant features such as nationality. The 20-25% of participants are foreigners from the total participant amount. From 80 different countries are represented on multinational active sport events. Top countries with high number of participants are France, Great-Britain, Italy, Germany, Finland, Poland, USA, Netherlands, Slovakia, and Sweden. It means that in European level Hungary is popular in case of running races.

It is important to examine the popularity and success of Hungarian races. Generally the purpose is the professional organizational level, and the fact that on big volume of the events the focus is still on the amateur runners. In practice it refers to the well-organized competition schedule, helpful employees, fast administration process. The facilities are set up according to suitability and comfortability of the attendants. Another key factor of success is the low price level of competition is comparison with other international races. Active sport tourists who arrive from West, Budapest is attractive from cultural and from financial point of view also. Prices in general are significantly lower than in Western countries regarding to the additional expenses such as the public transportation, accommodation and alimentation. According to STR report, the net room price was 63 Euro on average in Hungarian hotels in 2014 which means that Hungary was 20th between the observed 23 European countries. STR report also presented that the net room price on average in Budapest was 67,5 Euro, which means that Hungary was placed to 27th from the 30 observed countries. Bratislava, Warsaw and Vilnius are those countries which were situated at the last positions behind Budapest regarding to net room price.

It was also mentioned that Hungary is represented in international press as so called “cheap destination”.¹⁷ The price sensitive runners prefer Hungarian competitions because the registration fee is also less than in other developed countries. Registration fee was 26 000 Huf on spot, but in advance it was 16 000 Huf for Spar Marathon Budapest 2015.¹⁸ In comparison with Marathon de Paris 2016, the registration fee is lower in Hungarian contests due to the fact that for the French contest the early bird registration was 80 Euro and on sport it was 109 Euro.¹⁹ It means that the runners get high quality services in lower price; the value for money is good in case of Hungarian races. The evidence of this fact is that many runners participated previously on events which are well-known around the World. It was a great fortune that the author met people who have already participated in Boston Marathon also. It proves that the organizational level is appropriate and high from the viewpoint of those regular marathon runners who have passion for travelling around the World in order to run.

The way of reaching the popularity of Hungarian events is based on marketing activity. To enlarge the attendant number of competitions, it is essential advertise on adequate forums to find the targeted segment. The marketing of the competition flows through different channels. The printed advertisements are conducted in running journals e.g.: Spuri Running Magazine. BSI FUTÓ Ltd. work in collaboration with different travel agencies and sport associations. The online marketing is more significant thanks to the fast-paced World and current trends. Practically, internet is a free advertising place which is used by millions of people globally. It is a cheap form of marketing. Information about the competitions is available on Facebook also. It is a fancy social networking site where people could search to active sport events separately. On this site people share their experiences and opinion with each other. BSI FUTÓ Ltd. has own site for foreigners to promote the competitions in Budapest. The website informs about the organizers, Budapest, result of previous contests, contact possibilities, photos and other useful information for potential runners. In the appendices the access of the website is attached.

¹⁷ http://www.hah.hu/files/1414/3169/1221/A_HAZAI_SZLLODAIPAR_TELJESTMNYE_2014_-_2013_vgleges.pdf

¹⁸ <http://www.sportpiac.hu/futas/jubileumi-30-spar-budapest-maraton/5187/>

¹⁹ <http://futazas.hu/gallery-categories/first-gallery/26-schneider-electric-marathon-de-paris>

AdWords campaigns are also initiated by the company. In a nutshell these are paid advertisements which are available on Google search engine. At last but not least running ambassadors are invited to the events. A foreign running ambassador is admired by thousands of people. Foreign runners could be informed by their national running ambassador who could motivate them to join together to the Hungarian competition.

To develop the good reputation it is not enough to use the current marketing tools and communicational channels. The focus is always on the improvement and extension of the scope of the company. As reported by Mrs. Barát that the number of participants could be increased by broadening of running ambassador system. It is parallel with the boosting of travel agencies and sport associations relation net.

Another advantageous idea is to take part in series of competitions. In this case given number of running races are linked theoretically to each other and advised as an offered challenging program for runners. It motivates people to accomplish the appointed competitions. It is a new platform for being familiar with a wider layer of the running society. The last observed aspect in case of promoting is in connection with interchange of methods. Consequently the printed version should be replaced by online advertising to follow the trends and to be available globally. There are many free options to advertise the running races online it could be tool of cost reduction. However, the invested amount of money to printed publicity could be used for chargeable online advertising, as a more efficient way of promoting. Nowadays people search everything online and disregard to buy printed newspapers and journals. The key factor in case of marketing is the innovation, creativity and flexibility.

To increase the service level of the competition the organizers are interested in participants' experiences and feelings about the completed race. To measure the satisfaction of the runners after the three most popular competitions, the BSI FUTÓ Ltd. sends out questionnaires. The main points of the questionnaire: distance of running, nationality, type of accommodation and transportation, and duration of stay. It is also contains questions regarding to the purpose of visit, the motivation of revisit Budapest in the future and the number of supporters (non-runners) who accompanied the runner. The satisfaction rate is observed regarding to the previous organization procedure and organization level on spot.

The level of information given to the participants prior to the competition, the refreshing stations during the competition, to the course of the race and the guideline of the race are important factors which could influence the impression of the runners. The guideline was translated to English in 2014 for the first time. It was important to measure the feedback of the runners regarding to comprehensibility and utility of program guide. The guideline for Spar Marathon Budapest 2015 is attached in appendices as well.

To recognize the mistakes and goals on organizational level the runners rate the overall satisfaction regarding to the running event. The total evaluation of the respondents' opinion is tool of planning for the next year thanks to the detailed information. There information help in the creation of the next year guideline, the organization process precede the competition (comprehensibility of website, effectiveness of marketing) and organization on spot (helper staff, services). The data collection process is made by the BSI FUTÓ Ltd., but the results are evaluated and audited by KPMG Ltd. In the section 4.2.3 of the dissertation, major statistical data are summarized and explained with exact facts and figures about "Run in Budapest" events regarding to both interviews.

4.2.2 Analysis of interview with Zoltán Holczer

He works as the executive of the registration office of BSI FUTÓ Ltd. since 2012. According to his views active sport events are essential because the common activity construct social community in this case to the running society. As a win-win situation, sponsor companies and enterprises have advantages also because it is perfect platform to promote themselves in a wide public.

From external view, the invested amount of work could not be imagined in case of a running race which has more than 25 000 participants. The organization is very widespread because a bunch of components must be appropriate in the same time. The task scale is very colourful; Mr. Holczer takes part in every working process thanks to his directorial position. The Organizational process is built up from five different areas: Operational, Registration, Marketing, Media/ PR and Sales.

Operational part starts 10 month before the competition. It contains: the assignment of the course, closed territories, tents and cloakrooms. Administrational allowances must be concluded in time. Continuous negotiation with suppliers and sponsors happens. Big volume events paralyze the traffic of the city. It is an enormous task to harmonize the elements of a race which is visited by thousands of people.

Registration part contains many circumstances for example the event is published in this stage with real prices of registering. The setting of websites, publicity of prices, recoding of registrations and sponsors are done in the part of the work. Online registration is also available. The mark numbers are ordered and packed. The competition centre on spot is planned in this stage. Resourcing the necessary number of employees and preparing their pay-off and exchange money is composed.

Marketing is the stage of advertising and concluding the details regarding to sponsors, gifts, running t-shirts, remuneration, discounts, decoration and directional board on spot. It is important to observe online sites popularity statistics and the reactions of the runners.

Media/PR activities contain the publication of newspaper and magazine articles, the organization of media groups and reinforcement of voluntary relations. Mr. Holczer explained the marketing activities regarding to online websites and printed advertisements such as Distance Running magazine which always contains the information about the main Hungarian competitions. Moreover the foreign running ambassadors also help in promotion. In the frame of sales the conditions of registering are fixed. Another task is to find more and more sponsors and sub-sponsor to the competition.

It was clarified that Hungary is a highlighted destination for foreign runners. Zoltán Holczer reinforced the opinion of Mrs. Barát that the services are available for lower price besides that the quality level is the same. The registration fee as a basic expense and the additional costs such as accommodation and alimentation do not reach the cost level comparing to other countries. According to Trivago Hungary is the 4th cheapest destination in Europe in 2014. The German Die Welt journal positioned Hungary in 2015 as destination where the tourist could spare money thanks to the fact that price of tourism related services are 5,2 % lower than in 2014.

The British newspaper, The Telegraph mentioned Hungary between the 10 most affordable countries.²⁰ The registration contains extra service such as pasta bar on spot after the competition or the t-shirt with the logo of the competition.

According to his opinion the good reputation of Hungarian contests is a result of participant centralism in order to satisfy the runners. Previous years the competitors declared that they are interested in attractions. Since that time, it is always a key factor in assignment of the race route that it must pass along important attractions of the city. Nowadays running tourism is an enormous business area. Not only the events, but there special agencies which makes possible the running sight-seeing tour through the city. The demand is high for new alternative way of active resting. The success of running races is the fact that this sport activity does not reclaim special conditions to prepare. Running always depends on the self-determination. It is noticeable that not only the amount of runners is large but the age groups are also various. It means that many youngsters follow the example of their relatives and start to run. As a result of influential family environment and social responsibility to set an example, running transformed into an eternal sport branch.

The number national and international competitions are limitless with wide variety of distances and opportunities. As a consequence that the popularity of running is extended borderless, it has impacts on tourism also. With accordance of the first interview, Mr. Holczer also emphasized the economic impacts of a big volume event, in a form of guest night increase. Usually the majority of active sport tourists arrive from Europe but there are visitors from 150 countries. The highest proportion of attendants from abroad is connected to Spar Budapest Marathon. The composition of runners includes 40% foreign runner of the total amount of registered competitors.

For the further augmentation of Hungarian competitions, Zoltán Holczer emphasized that the main criteria of popularity in abroad depends on online advertising. An adequate website is indispensable, it is not enough to give detailed information about the contest because the runners are interested in the background of the event and about the city.

²⁰ http://www.hah.hu/files/1414/3169/1221/A_HAZAI_SZLLODAIPAR_TELJESTMNYE_2014_-_2013_vgleges.pdf

According to official statistics of BSI FUTÓ Ltd. 46,6 % of foreign runners collected information on website “runinbudapest.com” which signifies that there is a need for a new site to be innovative and developed. It is important to create a platform for communicating directly with potential competitors. Nowadays many people organize their travel through the internet individually on the other hand there are cases when competitors ask help in selection of accommodation or transportation.

At last but not least there is direct contacting on foreign international competitions to promote the Hungarian running races. In this case leaflets and small gifts are given to the competitors. There are interviews with runners to foster runners being familiar with Hungarian running events. Although that the direct contacting is extremely costly, it has an essential role in marketing strategy. According to the policies of the company it is more effective thanks to the personal interactions on spot.

4.2.3 Official statistical data of BSI FUTÓ Ltd.

Gabriella Barát provided statistical data to assist the work of the author. The statistical data is retrieved from the results of questionnaires which are sent by BSI FUTÓ Ltd. after the competitions. The results are evaluated and audited by KPMG Ltd. at the end of the year to summarize the main indicators of the major running events.

She highlighted the importance of the current objective of BSI FUTÓ Ltd. which is in connection with “Run in Budapest” events. The expression “Run in Budapest-The new running capital of Europe” refers to the fact that Hungary would be positioned as a new centre of running. The aim of being new running capital of Europe was determined in 2013, in practice it consists of main sub-objectives. First is to become the number one running capital in Central-Eastern Europe until 2018. The second is to magnetize starter runners of neighbouring countries to attend their first competition in Hungary.

Figure 10: Number of foreign participants in neighbour countries

Participants from CEE countries (SPAR, Vivacitta, Wizz Air)									
	2014	2013	2012	increase			total number of registered participants in %		
				2014 vs 2013	2013 vs 2012	2014 vs 2012	2014	2013	2012
Slovakia	370	295	255	125%	116%	145%	5,70%	6,60%	5,20%
Poland	325	241	260	135%	93%	125%	5,00%	5,30%	5,20%
Romania	234	167	143	140%	117%	164%	3,60%	3,70%	2,40%
Czech Republic	227	172	153	132%	112%	148%	3,35%	4,00%	3,60%
Austria	185	137	116	135%	118%	159%	2,80%	3,10%	2,50%
Croatia	148	37	30	400%	123%	493%	2,30%	0,90%	0,70%
Serbia	99	66	40	150%	165%	248%	1,50%	1,50%	0,90%
Slovenia	91	34	31	268%	110%	294%	1,40%	0,80%	0,80%
Ukraine	45	25	21	180%	119%	214%	0,70%	0,60%	0,55%
Total	1724	1174	1049	127%	112%	164%	25,70%	25,90%	21,40%

Source: Data based on official statistics of BSI Ltd.

This table shows the participant data in Central and Eastern Europe. It is important to observe these countries due to their neighbour ship. As it is visible between 2012 and 2014 number of foreign runners who participated “Run in Budapest” events increased by 64%. The total amount of registered participants greatens from 21,4 % to 25,7 % between 2012 and 2014. It is an outstanding result that there was 45 % increase regarding to the participants of Slovakia, 25 % increase in case of Poland, 64 % augmentation regarding to Romania and moreover number of registered participants quintupled. According to this data it could be supposed that the determined aim of BSI FUTÓ Ltd. regarding to being a new running capital is realistic.

To prove the positive impact of running events on tourism it is essential to observe the number of foreigners and guest nights. Figure 11 below provides exact data according to the most popular running events of Budapest in 2014. There is a huge difference between 2013 and 2014 due to the fact that the data of 2014 contains the results of Vivicitá Spring Half Marathon as well.

Figure 11: Growing number of guest nights

Wizz Air and SPAR data (in 2014 results of Vivicitá is also added)				
	2011	2012	2013	2014
Runners with foreign citizenship	4 025	4 205	4 192	6 503
Total amount of foreign runners	3 541	3 699	3 731	5 617
Proportion of foreigners with Hungarian residency	12%	12%	11%	14%
Number of escort with foreigners on average	1,49	1,55	1,61	1,53
Total number of escort with foreigners	5 274	5 728	6 007	8 609
Total amount of running tourists	8 815	9 427	9 738	14 226
Guest nights on average	3,33	3,25	3,39	3,46
Total amount of guest nights	29 330	30 637	33 010	49 200

Source: Data based on official statistics of BSI Ltd.

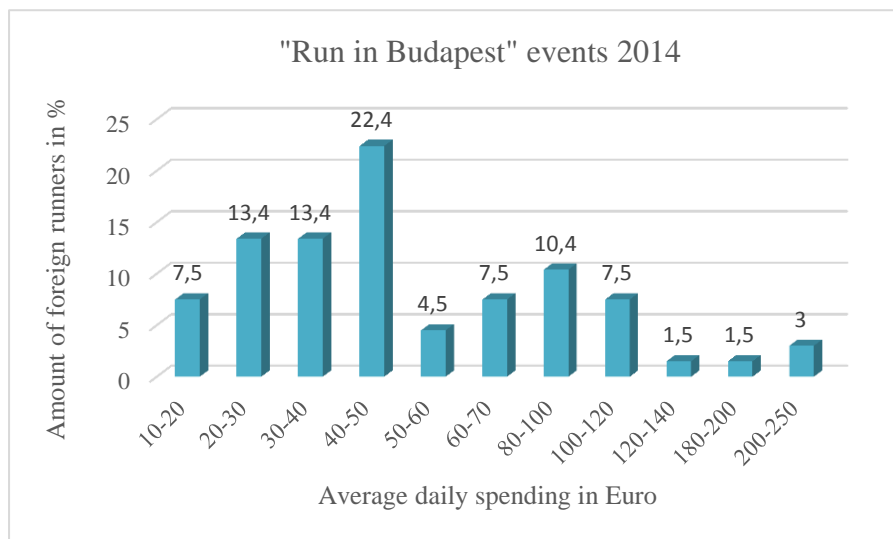
The impact of international running races on tourism is noticeably as the number of running tourists increases year by year.

First row demonstrates the number of foreign runners but this data includes those runners who live in Hungary. The second row presents the number of foreign runners who arrive from abroad. In practice it means that the proportion of foreigners with Hungarian residency is also taken account. The number of escorts with foreigner runners is also visible, it is an important information because the escorts also increase the volume of running tourism in Hungary. Although escorts do not invest to the registration fee to the competition but they use the accommodation and additional services as well as registered competitors. Average number of escorts was 1,53 in 2014 regarding to the “Run in Budapest” events. To prove the positive impact of running events on tourism it is important to highlight to the number of

guest nights regarding to running tourists. The total number of guest nights was 49 200 which 3,46 guest nights on average. It proves the fact that the volume of tourism is influenced positively by running tourism. There is a question regarding to the type of the accommodation. 36 % of the foreign runners' responded that they stayed in 4 star hotel in 2014 referring to the "Run in Budapest" Events. To compare it with results of 2014 it represents 10% growth.

The questionnaire investigates the expenditure of the runners during their stay. It consists the daily spending on average in Budapest on top of accommodation, travelling cost to Budapest. These data are very useful to measure the effect of running events on tourism because it shows an average amount of money which is spent by runners.

Figure 12: Daily average spending by foreign participants in Budapest



Source: Data based on official statistics of BSI Ltd.

As Figure 12 shows 22, 5 % of the foreign runners spend between 40-50 Euro per a day without the costs of accommodation and travel. This amount of money is used for alimentation, resting, culture or shopping. Foreign runners appreciate to visit the most important cultural sights. The questionnaire investigates that the foreign participants of competitions prefer to visit any bath of Budapest. The results was that 60 % of the foreign runners of 29th Wizz Air Budapest Half Marathon and 29th Spar Marathon Budapest visited thermal facilities of Budapest in 2014. The most popular bath was Széchenyi Bath. It proves that the foreigners are interested in free-time activities and local services beyond the running event.

As Gabriella Barát mentioned that the feedback of the runners is very important in order to improve year by year. The competitors are required to rank the competition according to the given aspects. As the highest number of foreign runners are interested in Spar Marathon Budapest it is observed for this competition in different years.

Figure 13: Measurement of running tourists' satisfaction

SPAR Budapest Marathon	2011	2012	2013	2014
How satisfied were you with the starting package?	7	7,5	7,6	7,8
How satisfied were you with the content of the finishing bag? (drink, food etc)	7,4	7,5	7,8	7,8
How satisfied were you with the official Marathon program magazine, handed over to you with your start package?	7,6	7,3	7,7	8,6
How would you rate overall the level of information given to you on the spot?	7,2	7,1	7,4	7,8
How would you rate overall the Spar Budapest Marathon?	7,7	8	8,2	8,2

Source: Data based on official statistics of BSI Ltd.

Figure 13 demonstrates the different viewpoint in case of satisfaction. These questions are concentrated with the services on spot. The opinion of the respondents highly determine the plan for the following year to augment the level of satisfaction. The respondents ranked on scale of one to ten. The results shows 16 % increase of satisfaction regarding to the official Marathon program magazine between 2013 and 2014. Mrs. Barát indicated that the guideline for the Marathon was renewed and published in Hungarian and English language in 2014. With the bilingual program magazine a new communicational channel was opened which was appreciated by the foreign runners based on data above.

These data were conducted to demonstrate the statistical background of the interviews and to underpin the trueness of the hypothesis of the dissertation.

4.3 Summary

The primary research of the author was diversified, in practice the conducting of questionnaires was an adventure and a great personal experience. As part of qualitative research the interviews opened new aspects and encouraged to be familiar with new knowledge. The primary research of the author, supported the hypothesis of the thesis that the big volume sport events has positive impact on tourism. The questionnaires resulted in accordance with the hypothesis, the interviews amended the questionnaire results with useful statistical data and information. The primary research is complete with the results of different approaches; interviews create as steady information background to the evaluated data of questionnaires. The research was useful because the author could get insight into the world of runners and into the world of service providers who makes possible the success of active sport events.

5 Conclusion and recommendations

5.1 Introduction

This chapter contains the conclusion and evaluation of the research results, recommendation, reflection of research methodology, suggestions for further research and finally closing thoughts. This part is a summarization of milestones of the dissertation writing process. The author examined the related literature, result of interviews and questionnaire to obtain that the hypothesis is true or false. It is investigated that whether the objectives were reached. In this section it will be clarified that the research methodology of the author proved to be efficient to provide adequate data for a comprehensive analysis of the topic.

5.2 Conclusion and evaluation of the researched results

Firstly it is important to demonstrate the hypothesis which indicates that increasing demand for sport events has positive impact on tourism. In nutshell it refers to the augmented number of guest nights, services used by tourists such as (accommodation, public services). It also promotes the good reputation of the city and the country all over the World in case of satisfaction which leads revisiting of the city or offering as a destination to other people.

The author investigated the demand and various impacts on tourism separately to create a complete image about the examined issues. In case of secondary research dozens of books were analysed to gain a wide knowledge about the topic. In the frame of qualitative research, information was given by the interviewees regarding to growing volume of foreign interest for active sport events. The previous year's attendant number data was evidence that the demand increase significantly year by year.

The second examined area regarding to the hypothesis was the impacts of sport events on tourism. In the literature review the passive and active events are characterised with the demonstration of their impacts on tourism. It is a well-known fact that grandiose hallmark events such as Olympic Games boost the economic development and popularity of the hosting country but there was not enough significant data about the concrete impacts of active sport events. As it is an emerging part of sport tourism, there is a scarcity of statistical data or data are not public. These data are collected by BSI FUTÓ Ltd., besides there is referential

information on website but tourism related statistics are used only internally in the company. Thanks to the interviewees it could be demonstrated that number of guest nights augments on a big volume running competition weekend in comparison with other periods without any event. The questionnaires' outcomes show the same results as, 82 % of foreign participants decided to stay in hotel during the competition days. Moreover the proportions of daily spending was also examined.

The conducted primary and secondary research studies were resulted in accordance with the hypothesis of the dissertation. Consequently it could be stated that the hypothesis of the dissertation was supported and not rejected by the evaluated data of the secondary and primary research. The demand is increasing year by year and it has positive effects on tourism. It is profitable to the country from economic point of view and it is advantageous because the country has good reputation in abroad which makes possible to develop and grow in the future.

Secondly, the author's research supported the aim of the dissertation to emphasize the importance of sport events organized in Hungary.

It was achieved by demonstrating the positive facilities of Hungarian running competitions. In this case the author refers for the often mentioned justice that Hungarian contests organized on global level with unique quality services but the expenses of runners are significantly lower in comparison with other internationally acknowledged running events. Another crucial factor of emphasizing sport events organized in Hungary that is it a perfect tool of marketing. It means that registered runners arrive to here compete but -based on the primary research of the author-majority of the sport tourists catch the opportunity to visit the attractions of the wonderful Hungarian capital. If active sport tourists were satisfied they will share their positive experiences with their friends and relatives, thus recommend the country or the city. This is the Word of mouth which is an influential factor of destination appointment between tourists. It is one of the most effective way of marketing and the cheapest as well.

The emphasis of Hungarian running competitions is important from social point of view. The primary and secondary research explains advantages of sport and health related life style.

The evaluated interview proved that the big volume events sponsored by many companies who represent themselves on competitions to give suggestions and promote the green life. These running events stand with example from the force of personnel will and endurance.

Moreover active sport events highlight to the significance of healthy life style and motivate people to exercise regularly. The author hopes that the dissertation is a motivating factor for every reader to change their old habits and open for a healthier way of life.

5.3 Recommendations

The observed company, BSI FUTÓ Ltd. works efficiently and successfully. Their marketing activity is borderless; results of foreign attendant statistics converge to better results year by year. Instead of further analysing of the company the author would like to widen the viewpoint and make recommendation for developing to the unity of active sport events in Hungary. There are many events in Hungary such as bike competitions which are not advertised sufficiently. Those regular participants who have passion for biking are familiar with the forums of different programs, but the amateurs or starters are not informed regularly. In comparison with running events, bike events have fewer echoes in the media.

The active sport events of Hungary should be promoted better in abroad. The main objective is to create a positive image in mind of foreign people about different events. To improve is it essential to establish a brand new marketing strategy which is focusing in active sport tourists, whether they professional or amateur athletes. Geographical and cultural background of the country is a perfect basement to revive this segment of the tourism.

From another aspect, to attract more active tourists it is important to make them a fancier of the activity. People should feel that they would like to join with enthusiasms to an event; instead of they are obliged to do something. The intention should be arrive internally as a personnel decision of people. The aim of marketing strategy is to wake up the internal intensions of people and in this case there is not necessary to fob participating off on people.

To sum up the recommendations firstly it is important to boost the marketing activity of Hungarian active sport event in abroad, with new creative and visible tools which motivate people to participate in an event or to try something new.

5.4 Reflection and evaluation of Research Methodology

The adopted methodology was successful and made possible to conduct a research which resulted in useful and appropriate data. As the topic was a delicate issue it was inescapable to make questionnaires and interviews also. The dissertation is complete because the author investigated the organizer and participant point of view also.

The process of the research was a tough task as the essence of the dissertation is very innovative. The author does not have any personnel connection in BSI FUTÓ Ltd. thus direct contacting was the only efficient opportunity. The secondary research was made with the summarization of the relevant literature. The qualitative research was a great challenge because it took a long time to find interviewees. The researcher was diligent and patient but the company was not helpful for the first run. The Spar Marathon Budapest was at the final organizational stage which entails many tasks for employees. The author did not give up and for second try, she could contact with Gabriella Barát who accepted cooperation with the dissertation. For third probation, it was turned out that the leader of the registration office willing to help with their views and data. To highlight the support of Zoltán Holczer, he responded circumstantial and offered further help after the interview.

There were some disappointments in this stage of the work because the interviews were organized with difficulties besides the enthusiasm of the researcher. It is a report about experiences and not a criticism. The author is thankful for the assistance of the interviewees and considered that they helped for favour.

The quantitative research was a pleasure with helpful respondents and good atmosphere of the competition. It was exciting to meet with different nationalities and collect during a short conversation.

To compare the differences, it is clear that the personally conducted research studies makes possible to ask further questions and help to create a friendly atmosphere which is not possible in online way of interviewing. On the other hand many students could not implement the questionnaires personally because their target group live far away. The Spar Marathon Budapest was a great opportunity and an unforgettable experience.

5.5 Suggestions for further research

As further research it could be opportunity to make an online feedback questionnaire with the participants. BSI FUTÓ Ltd. sends to participants a questionnaire which was mentioned by Gabriella Barát in the interview but these data are not public, the author could examine it because it was provided upon many requests. The author could evaluate only those parts of data scale which was provided in frame of the interviews. There is a need for comprehensive feedback analysis. It would contain more details than the questionnaire made by the author because it is online. It means that the competitors have more time to think about the questions, they could answer according to their experience including the competition. The questionnaires were filled before the marathon. In practice collected data do not include the measurement of satisfaction level about whole the competition completely. The hypothesis of the dissertation could be justified because there was enough information regarding to the topic.

Online questionnaires makes possible to avoid the personnel influence of the researcher which was examined in research analysis chapter. The advantage is that the personal biases are avoided because the researcher could not influence the results. The sample is built up from wider public. In case of online questionnaires the level of control is low thanks to the Internet accessibility of random respondents, but from the moment when the researcher requests anybody to answer the questions the result is partially influenced as well.

The disadvantage of online questionnaires is that the researchers miss the experience to do an important work on spot. Generally google services are applied by the authors but it will result only in numbers and statistical data, the researcher could not filter out the inappropriate respondents who do not belong to the target group.

Advantage of personally conducted questionnaires is that the researcher saves time. The filling out procedure took few hours on spot, but the online questionnaires are long-term tasks because the researcher has to wait for appropriate number of filled questionnaires. To sum up in case of international competition an online research should be done as feedback investigation if BSI FUTÓ Ltd. does not represent it publicly. The opinion of the author is that, private contacting is necessary on the event to collect email addresses to send them the questionnaire.

Facebook groups of different running events should be observed because many people post their opinions. Social media websites regarding to running are enriched with experiences. These websites could be a source of runners who are ready to fill feedback questionnaire.

5.6 Closing thoughts

As a final part of dissertation it is important to emphasize that the primary research studies were conducted successfully. The evaluated results proved the trueness of objectives and the hypothesis of the dissertation which means that the demand is huge for active sport events. Furthermore the continuously floating number of sport tourist flourishes the tourism as well. For future, the objectives are to maintain the present volume of active sport tourism and to develop for attracting more and more sport tourists. To summarize the dissertation the author would like to express the self-development caused by continuous research tasks. In nutshell it was a pleasure to take part in a competition as an observer and to recognize that thousands of different people could enjoy the same activity. To be honest the writing process of the thesis was a new challenge due to the fact that there was not any adequate past experience related to grandiose project work writing. It was a new platform which taught the author to find a logical sequence between approximate facts and to observe a topic completely instead of examining a part of it. It was a real life lesson as without the assistance of the school or family it is not easy to prevail. Practically, without personnel endurance and vocation to the topic this dissertation could not be existed. It showed the significance of helping other people with filling out of dissertation questionnaires because it was great to experience the altruistic assistance of respondents in own work procedure. Besides the fact that it was an obliged school task, the author does not feel to be forced to write, the topic belongs to field of her interest. As a closing thought, it is important to introduce the biggest edification of the dissertation that the key of success depends on appropriate timing. The achievement depends on the efficient time management and on sufficient time to work which entail to create a dissertation without defects.

Appendices

English questionnaire

1. Gender
 - male
 - female
2. What is your age?
 - under 20
 - 20-30
 - 30-40
 - 40-50
 - over 50
3. Which country are you from?
4. How many times do you attend active sport events yearly?
 - less than 5
 - 5-10
 - 11-15
 - 16-20
 - more than 20
5. What type of active sport event do you prefer?
 - running race
 - bike race, bike day
 - exercising
 - other:
6. How many days do you spend in the organizer country/city?
 - 1 day
 - 2-3 day
 - more than 3 day
7. What type of accommodation do you prefer during your stay?
 - relatives or friends accommodate me
 - hotel, hostel
 - other
8. Do you visit the attractions of the organizer country/city?
 - yes
 - no
9. Are you willing to revisit the country/city in the frame of your holiday?
 - yes
 - no

10. Do you offer the country/city to your friends and relatives as a holiday destination?

- yes
- no

11. Are you satisfied with the services and the level of organization of the competition?

- yes
- no

12. Why do you like to participate on active sport events?

- atmosphere, entertainment with my friends and family
- it is a challenge for a regular sport man as me
- get to know the sport branch
- other

13. Do you think that healthy diet is also significant parallel with sport as a part of healthy lifestyle?

- yes
- no

14. Are you follow the principles of healthy life style?

- yes
- no

German questionnaire

1. Geschlecht
 - männlich
 - weiblich

2. Wie alt sind Sie?
 - unter 20
 - 20-30
 - 30-40
 - 40-50
 - ober 50

3. Woher kommen Sie? (Land)

4. Wie oft nehmen Sie an aktiven Sportveranstaltungen jährlich teil?
 - weniger als 5
 - 5-10
 - 11-15
 - 16-20
 - mehr als 20

5. Was für eine aktive Sportveranstaltung bevorzugen Sie?
 - Laufwettbewerb
 - Fahrrad-rennen, Fahrradtag
 - Training/Fitnesstraining
 - Sonstiges:

6. Wie viele Tage verbringen Sie in dem Veranstalterland?
 - 1 tag
 - 2-3 tage
 - mehr als 3 tage

7. Was für eine Unterkunft bevorzugen Sie während Ihres Aufenthaltes?
 - Verwandte oder Freunde herbergen mich
 - Hotel, Hostel
 - Sonstiges:

8. Besuchen Sie die Sehenswürdigkeiten des Veranstalterlandes?
 - ja
 - nein

9. Würden Sie das Land/ die Stadt in Ihrer Freizeit besuchen?
 - ja
 - nein

10. Würden Sie das Land/ die Stadt Ihren Freunden und Verwandten als Urlaubsdestination empfehlen?

- ja
- nein

11. Sind Sie mit den Dienstleistungen und dem Niveau der Organisation des Wettbewerbs zufrieden?

- ja
- nein

12. Warum mögen Sie sich an aktiven Sportveranstaltungen beteiligen?

- Atmosphäre, Unterhaltung mit meiner Familie und Freunden
- es ist eine Herausforderung für einen regulären Sportler wie ich
- Kennenlernen der Sportart
- Sonstiges:

13. Meinen Sie, dass eine gesunde Diät bedeutend parallel mit dem Sport und ein Bestandteil des gesunden Lebensstils ist?

- ja
- nein

14. Verfolgen Sie die Prinzipien eines gesunden Lebensstils?

- ja
- nein

Interview questions:

1. How long do you work in BSI FUTÓ Ltd.? Which is the most important part of your work?

Mióta dolgozik a BSI FUTÓ Kft-nél? Mi a legfontosabb része munkájának?

2. What are the main working stages in case of running races?

Milyen munka folyamatok vannak egy futóverseny szervezésében?

3. What do you think why sport events are important from social and economic viewpoint?

Miért fontosak Ön szerint a sport rendezvények? (Gazdasági és szociális szempont)

4. Which events were the most important during the last 2 years?

Mely rendezvények voltak a legnépszerűbbek az elmúlt két évben?

5. What is the complexity of foreign and Hungarian participants?

Milyen összetételű a versenyzők köre? (Hazai és külföldi versenyzők száma, aránya)

6. What is your opinion why foreign people prefer Hungarian competitions?

Külföldi versenyzők miért favorizálják a magyar versenyeket véleménye szerint?

7. Which nations are represented on Hungarian competitions'?

Milyen nációk képviseltetik magukat a magyar futó versenyeken?

8. Which running competition is the most famous between foreigners?

Melyik futóverseny a legismertebb a külföldiek körében?

9. What do you think, what is the secret of success of running contests?

Mit gondol, mi lehet a futóversenyek sikereinek titka?

10. What type of communicational channel do you apply to pique the attention of foreigners about the active sport events and to encourage them in participating?

Milyen kommunikációs csatornát alkalmaznak annak érdekében, hogy a külföldiek tudomást szerezzenek a rendezvényekről és ebből kifolyólag részt vegyenek a futóversenyeken?

11. How could you increase the number of foreign participants according to your opinion?

Mi a véleménye hogyan lehetne növelni a külföldi résztvevők számát?

12. What do you think about the impact of running events on tourism?

Mit gondol milyen hatással vannak a futóversenyek a turizmusra?

13. Is there any statistic about the number of foreign participants year by year?

Vezetnek valamilyen statisztikát arról, hogy változik évről évre a külföldi résztvevők száma?

14. Is there any official information regarding to the motivations of the runners in participating?

Van hivatalos információ arról, hogy mik lehetnek a külföldi futók motivációi a magyar versenyeken való részvételre vonatkozólag?

15. Is there any documentation to sum up the experiences of the runners after the competitions? (feed-back)

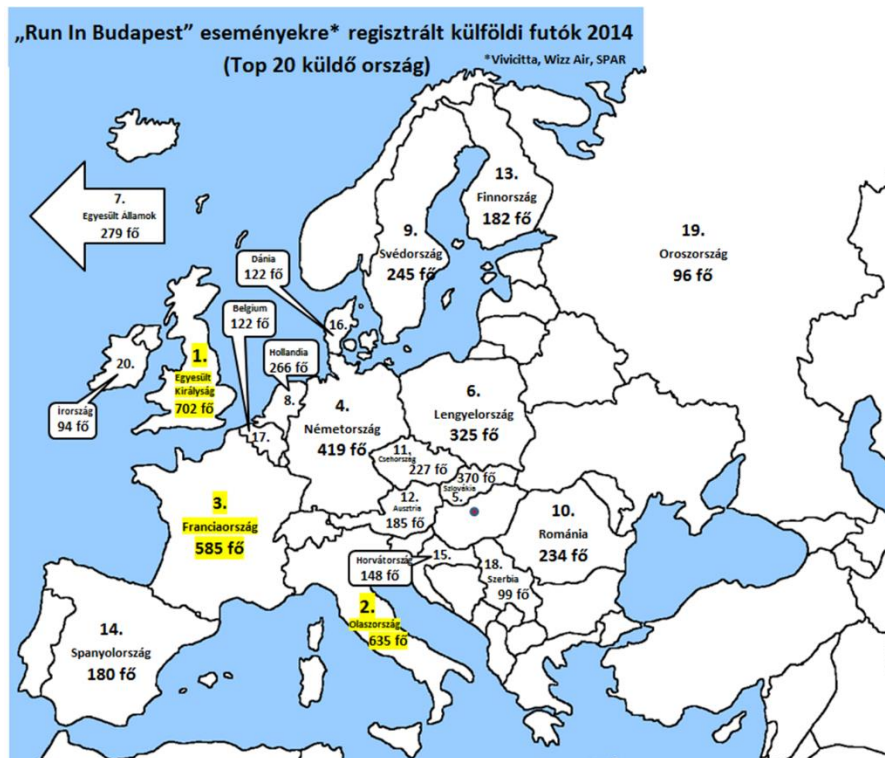
Van valamilyen visszajelzéssel kapcsolatos utómunka, ami összegzi a futók véleményét az adott versenyről?

Total registered participant regarding to Spar Marathon 2015

Country	marathon	flora	30 km	10 km	total
Albania	1				1
Algeria		1			1
Argentina				2	2
Armenia	1	1		1	3
Australia	9	4		4	17
Austria	44	4	10	17	75
Azerbaijan	1				1
Belgium	139	18	10	28	195
Bolivia	2				2
Bosnia-Herzegovina	21			5	26
Brazil	9		2	6	17
Bulgaria			1	2	3
Canada	14	2		6	22
Chile		3			3
China	9	1		4	14
Columbia	1	1	1		3
Costa-Rica	4				4
Côte d'Ivoire	1				1
Croatia	8	3	1	2	14
Cyprus	2				2
Czech Republic	85	29	1	8	123
Denmark	64	1	2	13	80
Ecuador	1				1
Estonia	17			2	19
Finland	125	8	7	14	154
France	379	62	41	61	543
Germany	152	14	25	36	227
Great Britain	411	35	27	41	514
Greek	10	1		3	14
Hong Kong	3			2	5
Iceland	2			1	3
India	5	2	3	1	11
Iran	1				1
Ireland	16		2		18
Israel	47	1	7	13	68
Italy	220	19	34	73	346
Japan	12	15	2	2	31
Kazakhstan	1	2		1	4
Latvia	5	1	3		9
Lithuania		1		1	2
Luxemburg	4		1	2	7
Madagascar	1	1			2
Malaysia	4				4
Malta	1				1
Morocco	23		3	9	35
Mexico	6	2		2	10
Moldavia	1	2			3

Netherlands	64	11	11	23	109
New-Zealand	3		1		4
Niger	1			1	2
Norway	53	4	4	54	115
Palestine				1	1
Philippines	1				1
Poland	326	10	16	48	400
Portugal	20		2	5	27
Romania	62	32	18	16	128
Russia	44	6	11	28	89
Scotland	5				5
Serbia	17	6		2	25
Singapore	1			1	2
Slovakia	93	40	17	36	186
Slovenia	8	12	3	3	26
South-Africa	14	1	1	1	17
Spain	95		15	29	139
Sweden	135		3	25	163
Switzerland	15		2	4	21
Syria	1				1
Taiwan	4				4
Tunisia				1	1
Turkey	7	3	1	6	17
Ukraine	23	4	3	14	44
United States of America	72	8	11	23	114
Uruguay				2	2
Venezuela	2				2
Vietnam	1				1
Total	2929	371	302	685	4287

Foreign Participants Map regarding to “Run in Budapest” events in 2014



Website for foreign runners

<http://runinbudapest.com/>

Marathon magazine, guideline for foreign runners (30th Spar Marathon Budapest)

http://www.runinbudapest.com/wp-content/uploads/2015/09/spar_marathon_guide_2015.pdf

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Online/internet sources

Abott World Marathon Majors

<https://www.worldmarathonmajors.com>

BSI FUTÓ Ltd. – Futanet

<http://www.futanet.hu/>

Crain's New York

<http://www.craigslist.com/>

Enterprise Estonia

<http://www.eas.ee/en>

European Union

http://europa.eu/index_hu.htm

Event Impacts

<http://www.eventimpacts.com/>

Harvard T. H. - School of Public Health

<http://www.hsph.harvard.edu/>

HVG (Heti Világgazdaság)

<http://hvg.hu/sport>

Magyar Turizmus Zrt. (Hungarian Tourism Ltd.)

<http://neta.itthon.hu/download.php?docID=36103>

Sustainable Baby Steps

<http://www.sustainablebabysteps.com/>

TCS New York City Marathon

<http://www.tcsnycmarathon.org/>

Tei Crete Library

http://www.lib.teiher.gr/index_en.html

UNWTO Sources

<http://www2.unwto.org/>

World Health Organization

<http://www.who.int/en/>

Association of Hungarian Hotels and Restaurants

<http://www.hah.hu/>

Sport Piac

<http://www.sportpiac.hu>

Futazás

<http://futazas.hu>