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**Active Tourism, Sports Tourism  
and Related Fields**

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## FOREWORD

The 2019 volume of the Journal of Tourism Challenges and Trends proposes the analysis of the most dynamic forms of tourism such as sports tourism, active tourism, and related fields.

The volume concentrates on a wide range of topics, such as:

- the evolution of active tourism
- global sports tourism market
- sports tourism destinations
- stakeholder management in sports tourism
- tourist behavior in the context of sports tourism
- active tourism and the aging of the population
- active tourism products
- sport tourism products
- active relaxation
- sport management
- wellness and fitness trends
- sport and health tourism

Sports tourism is a special scientific area created by the tourist travel needs of the 20th and 21st centuries. These are the challenges that clearly include sports and physical activity as important travel motivations. There are many branches of sport tourism which, although not fully covered in this volume, provide an excellent overview of areas that have not been explored so far.

Sports tourism combines sport with scientific methods as an important social, economic and recreational activity with tourism, an increasingly important and expanding sector of our time. We recommend this volume to all sports and tourism-loving colleagues, students, and anyone who is interested in the area.

Guest Editors,  
Lóránt Dénes DÁVID, Éva BÁCSNÉ BÁBA, and Katalin CSOBÁN

# STUDY ON THE PASSIVE SPORTS CONSUMPTION HABITS OF YOUNG ADULTS IN THE LIGHT OF MOTIVATION AND NON-PARTICIPATION

Éva BÁCSNÉ BÁBA\*, Renátó BALOGH\*\*,  
Anikó MOLNÁR\*\*\*, Anetta MÜLLER\*\*\*\*

**Abstract** *With the increase in the number of sports events, the number of researches on this topic has also been on the rise with specific literature focusing on the effects that the passive sports consumers of mega sports events exercise on tourism. Other studies concentrate on the motivations of passive sports consumers, supporters. This research has been designed to look into the passive sports consumption habits of young adults with reliance on a questionnaire-based survey in order to reveal the motivational background of visiting sports events and the reasons for non-participation. Hypothesis testing has been conducted on visitors to events and non-participants. As a result of the study, it has been suggested that from among the defined influencing factors, the passive sports consumption by young Hungarian adults is affected to the largest extent by the program options with family/friends and the good atmosphere prevailing in the stadium. Therefore, if the organizers of sports events are able to satisfy these consumer demands with proper respect for the existing trends, the level of satisfaction can potentially be increased alongside the number of visitors to sports events. Among factors causing non-participation in these events or dissuading factors, it is the standards of play that exercise the strongest influence, followed by ticket prices and the behavior of the audience. For women, more important aspects are the availability of family programs and easy access to facilities, and the order of preference is similar for men, but in this latter case the success factor has a much weightier role. The results of the study are indicative of the management and marketing tasks associated with events and can give directions to the marketing communication strategies of sports service providers.*

**Keywords** *Passive sports consumption; fans; spectator sports.*

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# THE ROLE OF ACTIVE TOURISM AND PHYSICAL ACTIVITY IN THE TRAVEL HABITS OF THE HUNGARIAN POPULATION. THE RESULTS OF A REPRESENTATIVE SURVEY

*Tibor GONDA\**, *János CSAPÓ\*\**

**Abstract** *Tourism, on the one hand, is one of the most dynamically growing industries of the 21st century and on the other, it is a phenomenon affecting a large ratio of society. Parallel with the formation of total tourism the tourism researchers also intend to gain complex information on the different factors of this complex system. Out of these research fields, the survey of consumer habits and attitudes towards tourism plays a highlighted role. Taking into consideration the importance of the investigation of these trends, the authors and a research team carried out a representative survey in 2018 in Hungary in order to understand and analyze the attitudes towards tourism related to the population of Hungary. The present study attempts to analyze the consumer habits during the holiday/travel activity paying special attention to the physical activities of the Hungarian population during their touristic activities. So the major aim of the study is to give a detailed picture of the attitude of the Hungarian tourists towards physical activity and so the importance of being active during the holidays. The study represents the first findings of this research where we tried to understand the major motivations for being active or inactive during the holidays based on the five mentioned variables. The main findings of this attitude survey proved that in general active tourism serves as a considerably important motivation during holidays for the Hungarian citizens and also that there are important differences among the consumer habits during the holiday/travel activity paying special attention to the physical activities of the Hungarian population during their touristic activities. As one of the novelties of the research we have to highlight that the differing consumption behavior of the certain generations is well known and researched, but the survey of the tourism consumption and its differences is a less researched area in the Hungarian academic world. The most important novelty of the present paper is that, as far as the authors understand, there has been no such representative investigation carried out in Hungary before, so the published results can be useful not only for the academics but also for the decision-makers of tourism development in the country. We also recommend this work as the basis for market segmentation initiatives in terms of active tourism in Hungary.*

**Keywords** *Physical activity; consumer habit; active tourism; Hungary; representative survey.*

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## SPORTS TOURISM AND SPORTS TOURISTS – THE HUNGARIAN CHARACTERISTICS OF SPORTS RELATED TRAVELS

**László CSÓKA\***, **Viktória GERDESICS\*\***, **Mária TÖRŐCSIK\*\*\***

**Abstract** *In a broad sense, sports tourism is any traveling that is done to participate in a sporting event – including just watching. As long as a sport is a primary reason for one's travels, it can be considered sports tourism. The role of sports grows and represents an increasingly important segment of the economy. Parallel to this process the level of sports tourism is also constantly increasing. These trends prove studying this topic in Hungary as well, focusing on understanding the characteristics of the Hungarian population related to sports tourism. The present study shows the results of the characteristics of the Hungarian population in connection with sports-related travels of our sports consumption survey, made within the framework of the EFOP-3.6.2-16-2017-003: "Creating a Cooperating Research Network for Sport, Recreational and Health Economy" project. Our representative paper and pencil interview for the population aged 15-74 years was done on a sample of 2000 people and investigated the characteristics, frequencies, and destinations of domestic and foreign sports-related travels.*

**Keywords** *Sports tourism; sports; sports marketing; sports consumption.*

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# THE ROLE OF THE FINA CHAMPIONSHIPS' VOLUNTEERS IN THE SPORT TOURISM OF BUDAPEST: ASPECTS OF THEIR EXPENDITURES DURING THE EVENT

*Viktória SZENYÉRI\**, *Gábor MICHALKÓ\*\**

**Abstract** *Volunteering is one of the fastest developing niche segments in the field of tourism. There are different motives why volunteers tend to participate in mega-events and where they play an indispensable role in the organization of international competitions today. FINA 2017 World Championships was Hungary's biggest organized sports event ever which took place and where approximately 3500 volunteers helped the arrangement. The research has been focused on the Hungarian helpers of the FINA event, regarding their consumption and expenditures (accommodation, transport, meal, social program). For this purpose, an online questionnaire was developed. Besides the relatively high number of respondents, the survey was the first investigation about the championships and the previously drafted questions were proved which highlighted the numerous parts of the FINA volunteers' participation. The study's most important result was that volunteers spent more during the competition than in the average weekdays, so their expenditures contributed to the revenues of Budapest.*

**Keywords** *Sports tourism, volunteer, championships, Budapest, FINA.*

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## THE PHENOMENON OF EUROPEAN ACCESSIBILITY AS A SPECIAL NICHE IN ACTIVE TOURISM

**Martin ZSARNOCZKY\*, Fanni ZSARNOCZKY-DULHAZI\*\***

**Abstract** *Based on the directives of the European Union, accessibility tourism is gaining more and more attention. Thanks to this growing attention, it has become evident to participants of accessibility tourism that accessibility tourists do not make up a homogenous group, but are a heterogeneous group composed of individuals with special characteristics. There is a differing attitude throughout the member states of the European Union regarding stereotypes of people living with disabilities. However, the European cohesion policy requires the same quality access from all social groups, to provide equal life quality and well-being to all. The present study focuses on the touristic preferences of a specific segment of the social group of disabled, people living with disabilities - the Paralympic athletes. During the examination, accessibility tourism decision-makers, organizers and relatives of Paralympic athletes have also been involved. The result of this work is intended to take part in socially shaping the approach in which the actors, by way of touristic processes, can integrate increasingly better.*

**Keywords** *Accessibility; accessible tourism; people living with disabilities; Paralympics.*

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## THE HUNGARIAN GOLF SUPPLY AND ITS DEVELOPMENT OPTIONS

**Róbert KISS\***

**Abstract** *The paper concentrates on one of the most popular sports in the world, golf, and its impact on the tourism industry. The fast-growing golf tourism segment seems incongruous to the controversial stagnation of Hungary, a country, where the roots of this sport had been well-destroyed by the communist regime. Nevertheless, huge efforts have been made since political change occurred in the past 30 years. Hungarian golf has remained both small-scale and independent from the international golf market despite strong diversification in the sport. This work focuses on the brief history of the sport and explains the geographical environment, its impact on the location of the golf courses, and the potential scenery that is so much a part of golf tourism in Hungary. The Hungarian golf industry and its developmental options have determined the growth directions for this activity. Based on in-depth interviews with local industry representatives, the author explains which tourism products may wish to join golf tourism, making it more popular and setting up common cause with it. The notions of health and medical tourism are explored as they become associated with golf tourism in the near future.*

**Keywords** *Golf tourism; Hungary; development; health tourism; geographical perspectives.*

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