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The relationship between administrative & legislative awareness and decision making for the sports leaders in ministry of youth and sports - Egypt

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Purpose: Decision-making is the process of making choices by setting goals, gathering information, and assessing alternative occupations, the aim of this research is to explore the relationship between administrative & legislative awareness and decision making for the sports leaders in ministry of youth and sports.

Methods: A survey of administrative & legislative awareness and decision-making process for (91) sports leaders in ministry of youth and sports- Egypt.

Results: the results reveals that awareness towards the new legislative is not widely attention, and the sports leaders need more of training program to know how process of decision-making according the legislative

Conclusion: decision-making process have recently experienced trouble filling vacant positions.

Keywords: administrative & legislative awareness, decision making, sports leaders

Nutrition beside sports for Children with Autism Spectrum Disorder – new trends

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Caring for a child with Autism Spectrum Disorder (ASD) can be challenging on many levels, and healthy eating is no exception. "Whenever a child has a disability the importance of nutrition escalates. For a child with ASD, a healthy, balanced diet can make a world of difference in their ability to learn, how they manage their emotions and how they process information." Because children with ASD often have restricted diets as well as difficulty sitting through mealtimes, they may not be getting all the nutrients they need, particularly calcium and protein.

This review attempted to put new strategies depending on combined program contains Nutrition and sports to help child with ASD.
Reflections on Sport Sciences (by re-reading Norbert Elias)

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King Sigmund Business School

The study focuses on the Hungarian reception of the works of Norbert Elias. The first text of Elias in Hungarian was published in 1974 in a sport sociological reader. To the first Hungarian edition of *The Civilizing Process* (1987) a famous Hungarian historian, Péter Hanák has written a foreword. In his essay Hanák has tried to argue that Elias’s works on sport sociology and the cultural history of sport are of secondary importance. The present study refutes Hanák’s argument on the example of international and Hungarian contemporary social scientific works. Despite Hanák’s arguments the Elias oeuvre on sport is still valid and vivid; it inspirits the broadest fields of social sciences from sociology through history to psychology. Even in the second decade of the 21st century the “sportive” oeuvre of Elias contains important theoretically new elements to be discovered for the representatives of various (social) sciences. In the aforementioned context great is the debt of the Hungarian sport sciences. Elias’s works (especially *The Quest for Excitement*) are still referred to by the Hungarian sport sociologists but his “sportive” writings (with very few exceptions) are not available in Hungarian. The study argues that the Hungarian sport sciences would benefit from a critical Hungarian edition of Elias’s “sportive” oeuvre. The representatives of the Hungarian sport sciences often complain that their discipline is still searching for its place under the (academic) sun in Hungary. From this particular Hungarian point of view the publication of the sport related writings of Elias in Hungarian may help to place sport sciences in the Hungarian academic life.

Women in team sports – Which is suitable for women?

Béki, Piroska

University of Physical Education, Budapest & University of Debrecen

Based on Metheny’s theory (1965), women can choose from three completely different categories of sports, which are considered socially accepted for females. In the past decades women have begun to take up types of physical activity which traditionally used to be considered masculine. They appeared in previously one-gender team sports such as football or water polo, and nowadays they are also involved in ice hockey, canoeing, and are active in numerous combat sports as well.
But have stereotypes related to women in different sports changed by the beginning of the twenty-first century, and if they have, what particular changes can be traced?

The presentation aims at introducing current results of a PhD research which examines gender stereotypes related to team sport.

In the research, the following questions were put forward:

- How can the future sport experts accept female participants in team sports in Hungary?
- What was the motivation behind their choice of sports?
- Are there differences in the gender identities of female athletes?

Data were collected from female representatives of Hungarian national teams (handball n=9, volleyball n=11, football n=20, ice hockey n=24, water polo n=12) via semi-structured interviews and also from college and university students of physical education in Hungary via a survey research (n=1109).

The results are presented in accordance with the hypotheses.

- The acceptance of female football is very different between men and women. The opinions are also depends on their own sports.
- Early age patterns do not seem to have much influence on the selection of sport.
- In case of masculine team sports the girls chose it themselves, after trying several others and started their sport at a later age.

While an increasing number of sports belongs to the category of bi-gender sports, the stereotypical thinking about those practising the most masculine and most feminine sports has not changed.

**Key words:** female roles, gender identity, stereotypes, team sport

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**Movement artists and female teachers of physical education: Women's body culture at the beginning of the last century in Hungary**

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In the early 20th century, the mutually reinforcing changes in economic, political, scientific and also in artistic life resulted in changes in the perceptions of women in Hungary. After the turn of the century, due to the unfolding movements the seemingly unified and stable social perception transformed: new female concepts and roles emerged. The corresponding ideas,
skills, competencies and activities connected to "femininity" and "masculinity" started a process of redefinition, also among women. This social transformation which reached all spheres of society was supported or opposed by several conscious, subconscious and rather instinctively acting social groups.

In this paper we present two parallel stories: the professionalization of the female physical education teachers and the aspirations and emergence of the movement of artists. Parallelism between the two is not only caused by the selected historical time, but also by the increasing representation of female dance and exercise; a common space for maneuver in both physical and symbolic meanings.

Organizational Theory Elements in Managing Sport Related Organizations

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The paper discusses the implications of organizational theory elements to sport related organizations management such as:

- Strategy, Goals and Effectiveness
- Design and Structural Tools
- Sport Organizations Competitiveness and Their Environment
- Power and Politics
- Conflict Resolution and Managing Change
- Human Resource Management and Culture
- Leadership and Decision Making

It strives the need for proper choice and efficient and effective use of above listed area tools to ensure sustainable competitive advantage.
Technical forms in teaching karate and taekwondo

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The aim of the study was to analyze the usefulness/value of the traditional technical forms in teaching martial arts. Must an instructor be a master of these forms (kata, poomsae) in order to properly teach karate or taekwondo in modern cultures? Our method was to gather the expressions of recognized master teachers, experts of karate practice, and study all appropriate literature. This article is an extensive analysis of the discourse from, and reflections by recognized martial arts experts over the last thirty years. Most of these experts agree that the basic mastery of the traditional technical forms is still the appropriate method for teaching martial arts. We did find that the improper presentation of the kata exercise can hamper full mastery of the martial arts. We include an analysis of the five forms of the karate Idokan style as well. While ratios of trainees to fighters will vary, and expert opinions about the executioner are quite diverse, we conclude that most authorities recognize that training in these traditional technical forms is of important, long-term value to those learning martial arts.

Dimensions of inequalities in sport participation in Hungary: gender and social disadvantage

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In the past decades, sport has become recognized as an important tool for the social inclusion of various social groups, among them, women and socially disadvantaged people. The policy documents of the EU reflect that there is increasing attention to such a function of sport, which however can still be regarded as a terrain of inequalities. In 2013-2014, a nationwide research project was carried out in Hungary, which aimed at translating the European dimensions of sport to the Hungarian context. A key research area of this project was the social inclusion of women and socially disadvantaged groups (SDG) in and through sport. This part of the research was based on a survey carried out in five different samples of the Hungarian population (over 18: N=1000; age 15-29: N=3000 (offline) and N=5286 (online); SDG: N=500; people with
disability: N=500). The objective of the present paper is to reveal some of the inequality dimensions in the frequency, motivations and perceived barriers to sport participation with a focus on gender and social inequalities. The results indicate that women in Hungary lag behind their male counterparts in sport participation and have a different motivational structure as well. Gender differences in sport however, are most articulate in SDGs, which indicates a multiple disadvantage for women with a low SES. Although their motivations do not significantly differ, the barriers they face can be more diverse, and related not only to economic, but also to non-material reasons. In order to address this issue, sport policy in Hungary needs to adapt to the EU sport policy related to the social inclusion of disadvantaged populations and women in particular, and aim to contribute to the general social policy agenda as well.

Key words: social inclusion, women, socially disadvantaged groups, sport participation, Hungary, ESF TÁMOP/SPROP project

Overview of the EU-funded Hungarian Preparatory Project for the First-ever Evidence-based Sport and Physical Activity Policy-making

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University of Physical Education, Budapest & Hungarian Sports Management Society
University of Physical Education, Budapest

Introduction: Project TÁMOP 6.1.2/11/2-2012-0002 titled “Exploring the Hungarian dimensions of sport, Aiming to enlarge the number of physically active citizens” was running in a consortial form by the Hungarian Society of Sport Sciences and the Hungarian Sport Management Society between December 2012 and June 2014. It was professionally supervised and after the completion most results have been overtaken by the Directorate of Health Development Policy at the Ministry of Human Capacities.

Main objectives: to strengthen leisure sport communities in Hungary, to give professional support for sport providers, to enhance strategic planning and decision making in sport and to offer input to the discourse on the positioning of sport in the 2014-20 MFF period.

Methods: The project was organized according to the European dimensions of sport for various target groups on different levels. The main European dimensions of sport have been explored to obtain the state of play of areas (Hungarian dimensions of sport), such as HEPA, Social
inclusion: sport and PA for women, socially disadvantaged groups and people living with disability, Education, training and qualifications: EQF, dual career, Volunteering and active citizenship, Good governance. Good practices in sport management have been collected as case studies of successful programs and clubs. Another outcome was the publication of Innovative and creative communication, media and marketing content to support health development through PA.

**Results and Discussion:** Since the publication of the EU WP on Sport in 2007, in Hungary national level implementation activities/measures have not been initiated before via sustainable, purposely funded cross-sectorial cooperation and projects.

The ultimate goal was to provide better circumstances for a more successful sport participation for all, including people with disabilities. The collection of research papers and representative surveys on all EU/Hungarian dimensions of sport serves as one of the most significant input for a new policy paper and strategy for sport for Hungary.

**Keywords:** National Policy on Sport and Physical Activity, ESF TÁMOP/SROP project, Implementation of EU recommendations, guidelines and policy papers

**Sport: a tool for reaching EU’s foreign policy and development goals?**

**Garamvölgyi, Bence**

University of Physical Education, Budapest

With the ratification of the Lisbon Treaty (2009) sport became the competence of the European Union. Sport policy has increasingly gained ground in EU Law and article 165 of the Treaty provides the community with a reference for developing the European dimension of Sport. The White Paper on Sport (2007) is the first EU policy document which mentions sport as a tool of EU’s external relations, while the Pierre de Coubertin Action Plan (2007) identifies the use of sport as a tool for EU development policy and promotes sport as an element of EU’s public diplomacy. Nevertheless the recognition of sport’s role in reaching EU external policy goals, no inner mechanisms exist to increase the use of sport in development projects. Therefore, the aim of the research is to investigate possible ways of enhancing sport related development projects and to present the best examples of EU funded sport projects taking place in developing countries. The research combines both qualitative and quantitative methods. The analysis of the EU’s related policy documents is complemented with first-hand interviews with key persons involved in EU Sport policy. The collection and analysis of EU funded projects using sport as a tool for development constitutes the quantitative part of the research. The paper demonstrates that so far sport has been playing a marginal role in the field of EU development policy. The lack of EU recommendations in the field hinders the involvement of sport in
development cooperation which could be improved with the topic’s introduction into the next EU Work Plan for Sport. Since sport became an EU competence, a limited number of EU funded sport related projects have taken place in developing countries. Due to the recent involvement of sport into the Erasmus Plus Programme, it is expected that the number of EU funded sport development projects will rise.

**Key words:** sport policy, sport for development, European Union

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**Volunteering in Hungarian Sport**

Géczi, Gábor, Kassay, Lilli, Gősi, Zsuzsa, Sípos-Onestyák, Nikoletta

University of Physical Education, Budapest

Similarly to other countries, in Hungary, one of the most important civil activities in sport is volunteering. There are many kinds of appearance of volunteering; the coaches, the leaders and other stakeholders can effectively help the operation of the sport organizations (Unger & Thumuluri, 1997; Doherty, 2006). Our investigation aimed to gain data about volunteers in Hungarian sport. We used three different methods to get the data in 2014; firstly we examined a representative sample (N=1000 – A group) in the Hungarian population over 18 years of age, secondly we concentrated on the age group between 15-29 – personal interviews (N=3000 – B group); thirdly we used the internet in the same age group (15-29) to gain the requested data (N=5000 – C group).

By the informal way of usual volunteer activities the samples showed us different results (A=13.5%, B=13.9%, C=38.3%). One of the most interesting results of our investigation showed that only the 13,6% of the A group (136 people) work regularly as volunteers, and only 17% (23 people) of the volunteers were active in sport only. In the answer to our question “Would you like to be a volunteer in the field of sport?” 125 people said that they would like to. It means that there is a big reserve of volunteers in sport, but the question is how can we applicate them into sport.

We hope that after our pilot project study there will be more scientific researches in our topic.

**Key words:** sport, volunteering, motivation, civil, ESF TÁMOP/SROP project
Sighted Volunteers Promoting Inclusion for People with Visual Impairments into Leisure Sport Activities

Gombás, Judit

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Participation rates of people with visual impairments in leisure sport activities are extremely low in Hungary. Reasons why these individuals stay away from getting engaged in sport activities are numerous: e.g. lack of adapted sport programs and accessible sport facilities, high costs of special equipment like bell balls, tandem bikes etc. This work introduces the inestimable value sighted volunteers add to the work of a Hungarian non-governmental organisation, Sports and Leisure Association for the Visually Impaired (LÁSS), in their joint efforts of providing blind and low vision people access to regular physical activity.

Method: Sighted volunteers (N=42) were invited to fill in anonymously an online questionnaire.

Findings: The research intended to find out for what reasons sighted volunteers joined LÁSS. As for human influence, results show that joining LÁSS was in very few cases (N=3) motivated by having a family member with a loss of vision. 11 were informed about the NGO by their sighted friends, while 18 claim that relatives or friends who volunteer had no influence on their decision. 23 respondents confirmed that they volunteer not only with LÁSS but elsewhere, too.

When asked about their motivations for helping blind fellows, more than 80% claimed sorrow had no influence at all or hardly motivated their choice. 30 respondents confirmed that sharing the joy of physical activity is the most motivating factor in their voluntary participation. 75% agreed that urgent measures should be taken to promote blind and low vision people’s social inclusion.

Discussion: Volunteering is a cost-efficient and successful way of providing people with visual impairments access to leisure. It is therefore important to exploit potentials of volunteering by communicating good practices and benefits.
Economic Trends and Empirical Evidences of the Professional Football Players Market in Last Decade

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The study analyses new business trends and summarizes the most important empirical results about the economic operation of professional football clubs in the last 10 years. In this period there were many changes in international professional football which had significant effect on the success of certain clubs. Our hypothesis is that due to the appearance of new owners and new trends in professional football (such as globalization and internationalisation of football and transfer markets; increasing revenues of football clubs; increasing costs of transfer fees and wages; increasing losses of football clubs; concentration of sport success, and concentration of financial success) many clubs needed a change in their business strategy. In order to understand and describe the functioning of players’ market we examine the empirical literature and identify relevant correlations and new trends of international football. We focus on empirical articles about German, English, Spanish and Italian professional football. The research used data of the transfermarkt.de and uefa.com and used actual and relevant studies like Deloitte Football Money League, Demographic Studies of CIES Football Observatory, CIES Football Observatory Annual Review, financial reports of football clubs etc. We present correlations between the following factors: football players’ performance, sport performance of clubs, wages of players and financial performance of clubs. The revenues and sport successes concentrated into some clubs, others does not really have chance to catch up. The research reveals that the above-mentioned new trends pose challenge to football clubs in international championships and in top leagues. Some top club’s unrealistic budget and the economic crises make football clubs to change their business strategy.

Double Role of Office-holders in International Sporting Bodies

Hédi, Csaba

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National representation in international sporting bodies is considered as desirable both from professional and political perspectives. The aim of this presentation is to analyze the role of office-holders in international sporting bodies, as well as the major factors having an impact on a person’ nomination to a given international sporting office by national sport organizations and on the nominated person’s election by an international organization. The methods for
collecting data were: analysis of documents, in depth-interviews and case studies. The results are presented according to national and international dimensions. At national level the following issues are discussed: the nominated person’s professionalism, suitability, political attitudes and potential chances; efficiency of the nominated person’s given area of sport; the future plan of the national sport policy with that area of sport, with great emphasize on the intention to host international mega-event. At international level the factors mentioned bellow are talked over: the diplomatic composition of the international bodies; the role of the candidates’ continental/regional distribution; the role of the candidates’ ethnic distribution, and the leading office holders’ preferences. The individual topics are illustrated by large international and Hungarian examples. Drawing the conclusions the author emphasizes that in spite the successfullness of Hungarian sport diplomacy regarding the relatively high representation of national experts in international sport organizations, more attention should be paid to the potential and to the already elected office-holders’ management, support and to their training.

**Keywords:** international office-holder, sport diplomacy, continental distribution

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**It’s all in the Game: Physical Education and Citizenship**

**Hoeijmakers, Resie**

Radoud University Nijmegen

This thesis investigates the moral value of physical education, which is currently overlooked by scholars and politicians. It argues, by means of the educational theories of Plato, Locke, Rousseau and Wood, that the moral benefits are situated in two different categories. Physical education can contribute to the internal development of the moral capability of children as well as to a socially desirable morality of citizenship. Furthermore, it will argue that the inclusion of competitive sports is a necessary condition only for the latter category. Finally, this thesis will advise to extend Bailey’s framework with a category of moral development and to the Dutch government to use physical education as a means to advance the level of citizenship.

**Keywords:** physical education, moral value, competition, moral capability, citizenship.
Some Selected Forms of Tourism from the Perspective of Authentic Being

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Authenticity presents a sophisticated and complex topic within the philosophical approach. The traditional conception of authenticity is followed in existentialism and fundamental ontology where it was examined in detail, especially by Martin Heidegger. This paper deals with searching for some potentiality of the authentic modus of being in some selected forms of tourism. In the introduction part of the paper there is Leonard Park’s (2007) model of authenticity discussed. Bipolar characteristics of authenticity (the authentic and inauthentic modes of behaviour) were examined by Oborný (2004) in the cases of the athletic performance in the sphere of competitive sports. This paper brings some proposals for the bipolar evaluation of some selected forms of tourism and tries to interpret them. Authenticity is presented here as a concept connected with a personal attunement and individual perception of the outer world, not very strongly dependent on the outer settings.

Keywords: Ontology. Sport Tourism. Temporality. Factors of authenticity. Attunement.

Sport and Synesis: a Hermeneutical Contribution to the Philosophy of Sports Education

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Synesis, a category mentioned by Aristotle in the sixth book of his Nicomachean Ethics, is, together with phronesis, a fundamental concept of ethics as a human reflection on sport conceived as a moral action. Through a hermeneutical methodological approach, this paper will demonstrate how synesis, a concept scarcely studied by scholars in the context of sports philosophy, represents a basic category both of pedagogical epistemology and educational practice of sport. For this reason, this paper will reflect on the concept of synesis in order to understand the function and true meaning of sport in a human perspective.

Keywords: Synesis, Sport, Hermeneutics, Philosophy, Education
The Czech Comic Strip „Fast arrows“, and the motivation for movement activity

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There is a comic strip which is famous in the Czech Republic (but probably completely unknown in the rest of the world), “Fast arrows”. The story is about 5 boys who have established a club and experience many everyday adventures in their leisure: playing games, doing sports, camping, helping to older people etc. The author, Jaroslav Foglar (1907-1999) is the prototype of the experiential educator in the 20th century. He spent 60 years of continuous work with one scout troop, published 27 volumes of collected works (3.2 million copies) and 60 volumes of chronicles (15000 hand written pages); and he prepared scripts for 315 episodes of a comic strip. The main values of his pedagogical activities are healthy lifestyle, interest in nature, movement activities. There is visible till today, the stories by Jaroslav Foglar are still very popular in the Czech Republic, and they have a motivational influence on children and young generation as a tool for increasing of movement activities and healthy lifestyle.

Effect of complex training on serum protein electrophoresis and performance level of female karate players

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Purpose. Complex training is a workout comprising of a resistance exercise followed by a matched plyometric exercise. The logic behind these matched pair of exercises is that the resistance work gets the central nervous system (CNS) into full action so that more Type IIb fibres are available for the explosive exercise, hence a better training benefit. The purpose of the present investigation was to describe the effects eight weeks of complex training on serum protein electrophoresis and performance level of female karate players.

Methods. Twenty female students from faculty of physical education (age 17.8 +/- 1.9 years) participated in this study. The sample was distributed equally into two groups, the experimental group contains (10 students) and the control group contains (10 students), the experimental group participated in the complex training program for eight weeks and the control group
participated in the traditional program that used in the faculty. All participants completed the tests before and after the 8-week programs.

**Results.** The data revealed that significant improvement in serum protein electrophoresis and performance level of female karate players.

**Conclusions.** The findings indicated that the complex training for eight weeks could an increase in power and improvement of the performance level of the wrestling basics. These results have to be taken into account by teachers in order to better understand and implicated of these concepts in educational lessons.

**Key words:** complex training, protein, female karate players

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**School of University-Practice Collaboration Program in the United States and Turkey:**

**Views and Experiences of Candidates of Physical Education and Sport Teacher**

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**Purpose:** The goal of this research is to unpack the state of courses on school practices, determine their (in)efficiencies, and to show the proficiency and behavioral areas that need improvement. Overall, this research systematically analyzes the school practice courses in sport teacher education in the United States and Turkey on the one hand and provides policy recommendations in the improvement of these courses in both countries on the other.

**The Sample Group:** The sample group in Turkey is as follows: 75 senior students from Firat, Erzincan, and Sutcu Imam Universities. The sample group in the US is as follows: 46 senior students from University of Utah, Weber State University, Ohio University and Wayland Baptist University.

**Method:** In order to analyze the views and experiences of the sample group, the researcher of this study has prepared survey forms and adopted qualitative method along with case study approach. SPSS 18.0 software was used to analyze the data obtained from the interviews. The data obtained from the interviews were analyzed with the qualitative content analysis processes. The results were modeled with QSR NVIVO-8.
Findings: “I learned how a teacher can govern a class” statement, teacher candidates in Turkey stated “definitely agree” that these courses help them see how a teacher can govern a class. Yet, teacher candidates in the United States are “indecisive” about this statement. “These classes helped me learn about the teaching profession” statement, teacher candidates in Turkey stated “definitely agree” but teacher candidates in the US stated “indecisive”. Thus, it can be stated that the school practice courses help teacher candidates in Turkey embrace the teaching profession. At the interview form, teacher candidates in Turkey seem to gain experience in class management and communication skills. Teacher candidates in the US seem to gain experience in class management, communication skills, and vocational development. Teacher candidates in Turkey have negative experiences in counseling, student behaviors in the classroom and class management. In the US, the negative experiences include the lack of equipment and weak physical capabilities at schools. Teacher candidates in Turkey suggest increasing course hours and inspections and involvement of more counseling teachers. In the US, suggestions include better course planning and improvement in equipments at schools.

Conclusion and Suggestions: As this research have unpacked with its results and conclusions, there are many problems in both countries with regards to school practice processes. According to these results, there are many responsibilities to be considered by academic staff, practice teachers, and teacher candidates. Still, based on the results of this research, some of the policy suggestions are below:

- In Turkey and the United States, the communication problems among the departments in the universities and the schools collaborated need to be fixed.
- With regards to school practice courses, collaboration and communication with other teaching disciplines and departments can be enhanced in both countries.
- In the United States, the content of programs and courses for the sport teacher candidates can be simplified and made more clear.
- The length of the school practice courses in Turkey can be extended. For instance, these courses can be spread to 8 semesters (4 years), or be started from the 3rd semester, or 7th and 8th semesters can be totally based on these courses.

Key Words: The school practice courses, Teacher candidates, the United States, Turkey

Note: This paper is supported with 2219-International Research Fellowship Program Fund, The Scientific and Technical Research Council of Turkey (TUBITAK).
What students have learned from budo: A qualitative evaluation of budo education

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The study of budo, Japanese martial arts such as judo and kendo, has been a compulsory program in junior high school physical education in Japan since 2012 due to revisions to curriculum guidelines. Previously, we reported on several of the issues facing junior high schools in making budo compulsory, including limited facilities and budget, teachers inexperienced in the field, and risk of injury. Conversely, we also reported on the outcomes which were expected through the study of budo, with the most anticipated of these being the acquisition of an appreciation of Japanese tradition and culture, as emphasized in the new curriculum guidelines. The aim of this research was to examine the educational impact of budo education in Japanese junior high schools through a qualitative research study. Based on a list of all Japanese junior high schools, a questionnaire was randomly distributed to P.E. teachers at 1,066 schools, with 302 responses received between the end of November 2014 and the end of December 2014. The contents of the questionnaire targeted, among other areas, an evaluation of each school’s budo education, the challenges and impact of budo education at the school (written response), and the future needs for the school’s budo program. This study focused on the impact of budo education, one of the questionnaire’s short answer questions. From the responses, 545 sentences from 263 respondents were collected and analyzed as text data using the SPSS text-mining tool. The words that related to the evaluation of budo education were categorized and extracted, then, the relationships between each category were examined.
Olympic Games on the Context of a Spirituality and Spiritualism

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Sport activity of achievement-oriented (professional, Olympic, spectacular character) is first of all exposition of rivalry and striving for variously understood sports success (resulting from measurable or discretionary criteria). It refers to winning a competition or taking another expected place as well as to other forms of satisfaction, such as financial gratification or social (political, ethnic, professional) recognition. Spirituality is here neither an aim, nor an expected value – it constitutes rather an additional or redundant quality. A competitor focuses his/her attention first of all on the main aim assumed in planned or current rivalry. Emotional sensations which are experienced by athletes before, during or after competitions testify to mental and emotional stress which accompanies sports combat.

It is also difficult to associate spirituality or spiritualism with sport for all – like, for example, that of health-oriented character – sport of the disabled, physical education, sport of playful character or physical recreation. That difficulty results from the fact that neither spiritualism, nor spirituality inspires for physical activity in the abovementioned fields; neither spiritualism, nor spirituality is the outcome of activity in the realm of sport for all.

Exceptions are constituted by ancient Olympic Games as well as by some experiences connected with recreational forms of tourism mediated through achievement-oriented sport (also by pre-Columbian Native American societies and Maoris aboriginal population of New Zealand).

For example Hellenic Olympic Games were a highly spiritualized form of sports rivalry – including also rivalry in the field of art, and especially in the field of theatre. They were one of numerous forms of religious cult – of worshipping chosen gods from the Olympic pantheon. On the other hand, during mountain hiking and mountain climbing there can appear manifestations of deepened spirituality characteristic for the object of spiritualization of non-religious, quasi-religious or strictly religious qualities.

I would like to explain – at the end of this short abstract - that spiritualism (which should not be confused with spiritism) is – generally speaking – first of all a philosophical term assuming, in ontological and axiological sense, that spiritual reality, self-knowledge, consciousness or mental experiences are components of the human being – components of a higher order having priority over matter. They constitute, in the anthropological context, beings of a higher order than the body.
Spiritualism according to its popular interpretation means spirituality. Qualities which are ascribed to that notion in particular societies can be determined on the basis of empirically oriented sociological research. They make it possible to determine various ways of interpreting and understanding that notion as well as views or attitudes connected with it.

**Keywords:** spirituality, spiritualism, sport, Olympic Games, ethics, religion

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**Views of elite athletes and employees of the media about sport communication: commonalities and differences**

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In the last decades the significance of communication in general and sport communication in particular has been increasing. In this process, the phenomena labelled as globalization, consumer society, and entertainment industry have played a significant role. The aim of this paper is to present the view of elite athletes and employees of the media as participants of the entertainment industry. Based on a theoretical framework, the empirical research presented in the paper will focus on the following research questions. How necessary component is sport communication of an athlete’s life? How are elite athletes prepared for general communication? How are elite athletes prepared to treat the media? How are the employees of the media prepared to communicate with elite athletes? The research was carried out using personal semi structured interviews with elite Olympic athletes and employees of the media, focusing on their views of general sport communication and personal experiences about cooperating (or not) with each other. The interviews will be analysed according to the following dimensions: elite athletes’ appearance in media, the role of old and new media in sport communication, and the motivation factors in the nexus of the two parties. The results indicate that the two parties have common views related to having a well functioning relationship with each other; however, their opinions could differ in terms of the reasons for the media appearance in the news of elite athletes. Elite athletes would like to see more news in the media about their sport career instead of their private life, however for the employees of the media elite athletes private life could be more interesting than what they actually achieve in the playing field. The goal for both parties is to negotiate with each other, and find common a balance in the news about elite athletes, which can give a win-win situation to both parties.

**Key words:** sport communication, elite athletes, sports media, entertainment industry, globalization
Relationships between students’ sporty leisure activities and well-being

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Our study investigates students’ well-being and leisure activities in a cross-border region and examines how their well-being are affected by their leisure activity patterns, health behaviour, social background variables and the fact whether they study to be a teacher. As a theoretical background, we took the so called positive approach of the sociology of education, which aims at the identification of such social – protective – factors (Seligman & Csikszentmihalyi, 2000) that contribute to the individual’s well-being and enable them to take full social responsibility. In our opinion, social and sport-related leisure activities may function as such protective factors. However, health is also affected by risk factors such as smoking, alcohol consumption and use of drugs, all of which pose a high risk to the student age group. We used the databases of an international surveys conducted among students of higher education in the cross-border areas of Hungary, Romania, Ukraine and Serbia (N=1792). Our findings reveal that social and sporting activities help students find meaning in their lives and set goals that lead them towards personal fulfilment, whereas excessive use of alcohol produces the opposite effect. Studying to be a teacher in particular also has a positive effect, but students characterised by mostly solitary leisure activities tend to be undecided about the meaning of their lives.

Sport activity of population: a Hungarian case study

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Healthy lifestyle is given ever increasing attention these days around the world, in the framework of which special attention is devoted to increasing the length of time spent with sports and physical exercise. In the light of the above, it is not surprising that various documents accepted by the European Union (e.g. the White Paper of Sport - 2008) also emphasise the outstanding significance of such activities. The topic has also caught the attention of researchers, and in the past few years several surveys have been carried out analysing the different characteristics of sports and physical activities.
A common feature of these studies, however, was that little attention was given to exploring the geographical differences that can be observed in the customs of the population concerning sports. In the spirit of the above, the purpose of the present study is to analyse the population of Hajdú-Bihar county, located in the Eastern part of Hungary, from this point of view. In the course of the research project, emphasis was put on examining the frequency and the location of engaging in sports, the reasons behind, as well as the factors posing obstacles to regular sporting activity, and on the evaluation of the local characteristics and the activities of the local authorities. Special attention is devoted in the analysis to identifying differences between settlements of different size and socio-economic situation.

Three types of international strategy followed by leading Hungarian professional sports clubs

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In our research project we assessed how league strength affects the international strategies of selected leading professional sports clubs in Hungary. Six case studies were made to provide the basis of our qualitative study. Content analysis of the management interviews conducted was cross-checked with data from sports databases and corporate documentation. The three types of international strategy identified in our research highlight the importance of having a competitive product professional clubs may bring to the international marketplace. The policy implications are that governments and local municipalities need to focus more on sports where there is a team with reasonable chance to win trophies at international level. The management implications for professional club managers are that strategic focus on improving service provision and sales is critical even if the government supports their operations. The typology created may serve as the basis for understanding the variations in professional sports clubs’ international strategies through further scholarly efforts in the future.

Keywords: Internationalization Theories and Foreign Market Entry; sport; strategy; case study; content analysis; Central and Eastern Europe.
Why do university students do sports?

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The purpose of our study was to assess university students’ leisure behaviour; more specifically their sports consumption. We aimed to refine our understanding of what motivates them to do sports and what kind of sports they choose. Through our results we are willing to contribute to a more health-conscious life of university students.

Our research was based on an on-line questionnaire survey arranged by Bíbor Béka, a non-profit initiative, in cooperation with the Corvinus University of Budapest in 2014. 3,374 questionnaires were evaluated received from over twenty universities in Budapest. The quantitative survey was complemented by 23 in-depth qualitative interviews with university students in Budapest. 2014 results were compared with results from our previous study in 2010 to allow historical comparison in our analysis.

In the leisure time of young people, their friends and the Internet play prominent roles. In light of recent trends, doing sports is becoming popular among the forms of leisure time activities. Sports can be done with friends: an aspect of sports especially important for boys, who are more engaged in team sports than girls. While sports have not gone completely individual, there is a strong trend towards the youth doing more individual than team sports. The various motivating factors for different sports and the demand for new sports are presented in our paper, as well as the most popular sports among university students between 2004-2014.

The group of university students is a specific, well-defined segment in scholarly work. In scientific and practice oriented endeavours focused on supporting increased sports consumption, we recommend motivation to be applied as an additional segmentation criterion.

Keywords: sports consumption, motivation, university students, leisure sports, sport choice

Dual Career, as a societal aspect of sport and its policy development in Hungary

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Introduction: The dual career of high-level athletes means the combination of one’s sport career with his/her civil life in a way that once the athletic career is over, the person could find
his/her place in civil life profession-wise. The EU Guidelines on Dual Careers of Athletes have been adopted in 2012 to suggest some actions to the member states to support athletes in making right career decisions and conduct their dual career in the best way.

**Methods:** The stakeholders of the topic of dual career in Hungary were divided into four categories: athletes, sport organisations, employers and higher education institutions. An online survey was compiled to each of the groups of stakeholders. Document analysis has been made along the European policy analysis and also on the current situation in Hungary, and policy recommendations have been made for national stakeholders to take actions that are in line with the recommendations.

**Results:** Based on the incoming data and document analysis an overview was put together on the implementation of the dual career guidelines of the EU, and some recommendations were formed to implement those that haven’t been implemented yet.

The results of the research were communicated to various groups of stakeholders, decision-makers and the wider public in Hungary, and the recommendations – based on the EU guidelines – were sent out to main national decision-makers in Hungarian. The dissemination of the results is still ongoing on national and international level, supporting the creation of a nation-wide, multi-level DC programme backed by the revised National Sport Strategy.

**Keywords:** Dual Career, Implementation of EU policy papers, ESF TÁMOP/SROP project

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**Aesthetic Imagination in Football**

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In my previous texts on aesthetics of sport and of football the accent was on dramatic aesthetic properties and on everyday aesthetics as a proper framework for the aesthetics of sport in general and football in particular. Here, following this starting point, the character of football as a game of social interactions (a feature pointed out by many sociologists) and its character of purposive sport are examined, to find out what could be the most important aesthetic condition for playing the game and being-in-the-game. First, a short visit to social sciences and their attitude to sport suggest both that sport games are related to society in general as its micro but complete duplicate and that social world as such appears as a game on the level of face-to-face encounters. Second, the status of games in relation to society (mimesis, representation, or simulation) is discussed. To get at the core of the aesthetic side of football, the concept of aesthetic imagination is introduced as a necessary condition for playing the
game of football. There are two steps where the aesthetic imagination helps. The first one is at the entrance where we are leaving ordinary everyday life behind, being ready to accept the world of football as an extra-ordinary simulated possible universe. The other one is there to allow playing the game: incessant movement of two teams and their 22 members together with a ball creates an uncertain and incessantly changing space in which one (be it the individual member or the team as a whole) cannot move according to rules and purpose of football without plugging in the aesthetic imagination which makes being-in-the-game possible.

**Keywords:** aesthetics of football, aesthetic imagination, aesthetic regimes, strategic interaction, simulation, possible worlds.

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**Do we disseminate or reduce sport and physical culture in prisons? Prison staff's opinions on the access of various categories of prisoners to physical culture classes**

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Central Board of Prison Service, Bureau of Health

It seems that both the general public views and opinions of prison staff on physical activity of prisoners are still very diverse and generate a lot of excitement. Observing an unscientific social discourse on this issue it can be noticed that the discourse often takes place at too high level of generalisation. Unfortunately, it is rarely taken into account that there are many different forms and types of physical activity and different motivation for taking it. As a result, the opponents and proponents of physical activity of prisoners justify their position by using the term "physical activity" in a completely different sense, which is a serious obstacle in achieving mutual understanding.

Taking the above mentioned aspects into account, it is worth emphasising that there are at least some circumstances in which physical activity of prisoners is fully justified. The examples are: taking physical exercises in the intention of alleviating the effects of hypokinesis, anti-stress reason or to slow down the aging process. Quite another reason is the participation of prisoners in corrective or pro-social programs in which physical activity and specific educational situations constitute an important element increasing the strength of positive change.

The European Committee for the Prevention of Torture has already pointed out that in Polish prisons there are inadequate opportunities for physical activity. Still, there is impossible to provide access to physical activity for all prisoners who declare such a need. According to the author, one of the main reasons for this may be inadequate knowledge of prison staff.
Therefore, the author conducted some research aimed at collecting the views of prison staff in terms of taking physical activity by prisoners.

The research revealed important differences in opinions of staff directly responsible for the process of social rehabilitation and protection officers, as well as the existence of harmful and unnecessary barriers to the access of prisoners to physical culture. The conclusions refer to the system of training of prison staff. The author also formulates methodological recommendations for educator how to foster social rehabilitation with the use of physical culture.

The correlation between the physical attributes, decimal age and final result in handball

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Hungarian Handball Federation

When I first embarked on this research project my initial aim was to determine which factors influence success in handball using information gained from the conclusions drawn from analyses of world events.

The main purpose for analysing performance in any sport is to understand how to gain advantage over another competitor or opponent in competition. Theoretically there are many factors that can be considered determinant and depending on the theoretical approach these can vary from physical attributes to status and wealth.

For the descriptive and statistical analysis, I used the III Women’s Youth World Handball Championship 2010 as a test event for proving or disproving my theoretical assumptions. My areas of analysis were the characteristics and descriptions of groups and teams, results, team preparation, playing experience, physical parameters, team performance, position play, general trends and characteristic team tactical elements.

I gathered a variety of data and created summary excel tables and checked that the variables were nominal measures. I applied the SPSS system where I used correlation and regression analysis. Whenever it was necessary I weighted the data for the sake of equity. I considered my hypotheses proven when p<0.05. The independent variable was always performance, the result of which the measurement is the team’s final ranking.

Following a systematic analysis of the data and a detailed demonstration of the results it became clear that the hypothesis I formulated from my research questions was proven. The
results showed that there is a correlation between height, weight, decimal age and final ranking.

I am satisfied that I was able to follow through with and complete my research plan as set out from the beginning further indicating that my aims were realistic and practical. On the whole I am satisfied with the results I achieved in this area of my research yet there is still room to further extend if required.

**Keywords:** performance indicators, match statistics, collating data, variables, descriptive and statistical analysis

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**Religious Ritual in Sport – Polish Perspective**

**Mazurkiewicz, Michał**

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Relations between sport and religion are an intriguing field of scientific research. Predilection for rituals is one of the main features of mankind. Each community created certain rituals, because they express its attitude towards the world. They have, at the same time, much in common, for frequently the same rituals occur in different corners of the world.

Ritual exists most of all in religion, but in everyday life as well, also in sport. In the following paper, the author presents the phenomenon of ritual inspired by religion, existing in Polish sport, especially in football (soccer). To be more precise, it is crossing oneself by sportsmen, prayer, wearing shirts with an image of God or the Mother of God, as well as numerous more or less surprising behaviours, also based on the faith in God (for example, pre-match rituals of coach Ryszard Tarasiewicz, who kisses the pictures of the Mother of God and John Paul II).

As far as football fans are concerned, the author analyses colourful choreographies with a religious overtone, like for example: "Czarna Madonno miej nas w opiece (Black Madonna keep us in care)," prepared by the fans of Polonia Warsaw. Another example of the presence of religion in the fans' lives is ritual pilgrimages to the Jasną Góra Monastery in Częstochowa, which constitute an interesting mixture of patriotism and religiousness.
The effect of recurring training in the performance physical and skill at volleyball players

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College of physical Education/ Anbar-University

Sport training, according to the recurring training, is considered one of the important fundamentals that all rapid sports depend. Volleyball is one of these important sports. Raising up the level of skills requires major training effort that can be known through the physical and functional competence. Volleyball depends fully on the system of the anaerobic energy. Through at Recurring training due to the nature of this sport that requires quick response for the players’ limbs so as to face some sudden difficult balls. That system does not need oxygen for a very short period of time. The physiological variables give a general assessment of the efficiency and capacity of the muscles to work in the absence of oxygen. This requires coaches and players to be aware of the functions of the various parts of the body. Thus, they determine the components of training load to improve the level of sports. Areas of Research 20 players was divided into two groups. The first experimental and the second control group. Conclusions it The recurring training, lead to a positive change in the proportion of the rapid interaction activity in muscle and lead to raising up the level of the kinetic response. Codifying the elements of training with the high interval training style has a significance to improve the physical and physiological competence. Special exercises used in the training curriculum effectively contributed in improving the performance for Physical performance and skill of volleyball player.

Measuring sport and tourism motivation factors and flow experience among water-based tourists

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In the Western territories water has been associated with restorative qualities. Urbanism and the fever of work don’t revitalize the balance of the harmony in body and mind. The recreational factors are triggered due to the social changes resulted from industrialization, especially from the changes of working conditions. The result of shifts in perspectives and values regarding work and leisure are; standards of living; income; increases in leisure time, participation rates in water-based experiences. They start to burgeon the life style in the
industrialized nations. Previous surveys have showed that holiday-makers are not thinking, neither acting in a rational way. They are intensely affected by all-time trends in the sport tourism. By considering the above results, the psychological research should have its importance in the field of this specific branch of tourism.

The present pilot study – which was conducted during the summer season of 2015 – did investigate the Hungarian watersport at Lake Balaton, within the motivation and the psychological characteristics including the experiences of their sportive choices. The following recreational possibilities have been selected for analysis: hobie cat, dinghy sailing, windsurfing, kayaking, stand up paddle boarding, SUP joga.

The objectives of this paper is to present the recreational water-sport tourists including his travelling, his sport psychological skills, the sport-related coping skills and the study in the measurement of the state of flow.

Data were gathered in quantitative research techniques: Iso Ahola’s model of the social psychology of tourism, Flow State Questionnaire (2012), Sport Motivation Scale and Athletic Coping Skills Inventory.

The results indicate that the participants major psychological features in these sports. Recognizing the distribution of extrinsic or intrinsic motivation or amotivation in the behaviour including the escaping and seeking of inducement in tourism are key issues in this segment of the athletes’ society.

Key words: water-based sport tourism, flow state, sport motivation, coping skills

Effects of circular strength training system on lipid peroxidation and performance level for kids athletics

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Purpose: Circular strength training (CST) was pioneered by Scott Sonnon, and continues to build on his insights to evolve an ever more refined, coherent, cohesive and comprehensive approach to becoming a movement specialist. CST has rapidly emerged as a leader among the premier training modalities in the health / fitness and strength / conditioning arenas. The purpose of this study was to investigate the effects of circular strength training system on
Malondialdehyde (MDA), Creatine kinase (CK) as markers to lipid peroxidation, physical variables (core strength test, static strength and dynamic strength) and performance level for kids athletics.

**Methods:** Twenty kids athletics were randomly allocated to receive either a 10-week intervention of the Circular strength training system which contain (intuitive flow, Prasara Flow Yoga and Clubbell swinging) (n = 10) and control group receiving 10-week of normal training only (n = 10). The data collected from (physical tests and Performance level) before and after the program for the two groups.

**Results:** Statistical analyses showed that there was a significant difference between the two groups in biochemical & physical variables tests for the experimental group.

**Conclusions:** Finally, circular strength training, for 10 weeks, resulted in an increase in bone biochemical & physical variables and performance for kids athletics. These results have to be taken into account by coaches in order to better understand and implicated of these concepts for technical effects of training.

**Key words:** Circular strength training, Malondialdehyde, Creatine kinase. kids athletics

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**Resilience and emotion regulation of soccer player**

**Pataki, Natália - Bognár, József**

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Psychological resilience is important fact in sport, although researchers have begun to explore this construct only recently in Hungary. Other important factor in resistance to difficulties is effective emotion- and behavior regulation. The level of resilience and emotion regulation affects the achievement of athletes. The main purpose of this research is to empirically analyse relationships between resilience and emotion regulation. The groups of this investigation are soccer players of different age and non-athletes at the same age group. The study was used the Resilience scale (Connor Davidson, 2003) and the DERS - Regulation Difficulties in Emotional Scale (Gratz and Roemer, 2004). Both scales have Hungarian adaptation. The results of the tests will be processed along the following dimensions: resilience, non-acceptance of emotional responses, difficulties engaging in goal directed behaviour, impulse control difficulties, lack of emotional awareness, limited access to emotion regulation strategies, lack of emotional clarity. The results of this research concluded that there is a correlation between quality of
emotion regulation and the resilience. Developing emotion regulation ensures adaptive, resilience answer to internal or external stress sources. This ensures mental health and even beyond that: increase of sporting performance. The mental conditions of high achievement athletes need more research.

**Natural law and acts of extreme climbers – agonists of the mountain stadium**

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In this philosophical essay the author attempts to morally assess acts of extreme agonists who willingly participate in potentially lethal activities. The assessment of the rightness of these acts is made according to the principles of natural law. Natural law obliges everyone to take care of one’s own life and forbids being irrationally careless about it (*Thou shalt not kill thyself*). Extreme agonists are distinguished by their attitudes towards being: from negation and derision of life (nihilists), praising life (athletes), to affirmation of the civilization of life by participating in the utopia of peace (Olympic athletes). The sports reason for mountain climbers’ acts is justified. The act of an extreme mountain climber is right since mountain climbers, like Olympic athletes, partake in sport morality and existential morality at the same time. Although they consciously risk their lives, when facing death they put up a heroic fight to live. It is enough to assess the acts of extreme mountain climbers as morally good.

**Key words:** natural law, morality, extreme competition, sport, mountain agonist

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**Units of sporting practices: Sports clubs and non-for-profit organisations in the societal subsystem of Hungarian sport**

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Sports clubs can be conceptualised as the smallest organisational units of sport, in the mean time they are the most important platforms of organised sporting practices. Previous research reported on some of the critical policy and management issues that caused hardship in the
operation and funding of sport clubs following the political and economic changes in Hungary. On the composition of clubs operating in Hungarian sport, however, no or only limited knowledge is available even today. The possible organisational forms of organised sporting practices went through some diversification processes as beside the traditional sport clubs created through civil initiatives also new non-for-profit organisational forms emerged. This legally regulated procedure resulted in a more divers non-for-profit sport sector during the last three decades in Hungary, and caused a transition in the societal roles of the traditional forms. The goal of this research is to describe the Hungarian non-for-profit sports organisation sector according to organisational forms and activity profiles. A quantitative analysis used a database of over 12 000 non-for-profit sport organisations in Hungary and described the Hungarian sport segment according to organisational forms and main activities. Data analyse was conducted by the use of SPSS version 18, and used a database of non-for-profit sport organisations received from the Central Statistical Agency relevant to the year 2014.

**Key words:** sports clubs, non-for-profit sport organisations, sport, Hungary, organisational forms

**Methods of ambush marketing in sport – evidence from the 2012 UEFA European Championship**

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Ambush marketing in sport events has been commented widely among both scientists and practitioners as well as promoting brands provides more and more sophisticated ambush marketing campaigns. The aim of paper is to create an innovative classification of these methods, based on the case study of the 2012 UEFA European Championship. In order to identify examples of ambush marketing practices the monitoring of media coverage (press, Internet, broadcasts) between April-August 2012 was carried out. The provided classification assumes a division of ambush marketing cases based on associations and emotions used in advertising campaigns. It may contribute to a better understanding of the phenomenon and to design more efficient methods to counter the occurrence of ambush marketing in mega sport events.

**Key words:** sport marketing, ambush marketing, methods, classification, EURO 2012
Comparison of Sport Disciplines with and without Aesthetic Component. How Creativity works in „Aesthetic“ Disciplines and can be Developed?

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When we speak about sport in English speaking countries we consider all different levels of athletes – professionals, students, recreational sportsmen. Also, and maybe therefore, there are many different reasons why people donate their free time to make sport.

We can speak about will to be the best, to reach success, to gain physical (but also mental) health, to relax in an active way, also to use his or her creative potential.

Because we differ these reasons, we also differently choose a preferred sport discipline being influenced by many social, genetic and physical factors. We can therefore divide sport disciplines (from different points of view) into some groupes: e.g. games (football, handbal), technically aesthetic sports (figure skating, artistic gymnastics), sports compounding of more disciplines (biathlon), sports using bats (softball, baseball).

In my presentation I would like to focus on some areas where we can find big and interesting differences and give comments supported by thoughts and opinions of philosophers who deal with aesthetics in sport.

Rules. The most obvious difference - when we speak about competitive sport – is in setting the rules. The basic division can be done following way – sports with objective evaluation (e.g. athletics), sports with subjective evaluation (e.g. figure skating).

In those disciplines where there is given result by independent, unlive measuring instrument (e.g. meter or timer) competitors are more likely to come to terms with their position in the race.

On the other hand; in artistic gymnastics or figure skating competitions are very often arguments over judge’s decisions.

Other aspects I would like to consider – preparation of coach, training of judges, personality of athlete and the rate and type of Creativity that all of the mentioned above need to use.
HEPA for children: EU-funded project reveals the effect of daily curricular physical education lessons on Hungarian student's physical activity levels and body composition

Protzner, Anna – Trájer, Emese – Bosnyák, Edit – Udvardy, Anna – Szőts, Gábor – Tóth, Miklós – Szmodis, Márta

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Introduction: It is well known that as children grow, the amount of spontaneous physical activity decreases which is balanced by the 2012 introduction of daily curricular physical education system in Hungary.

The presentation is based on a selected data of an EU-funded project, which supported the national mapping activity of Hungarian sport, PA and PE in 2013 and 2014. The project followed the structure of the EU White Paper on Sport, therefore HEPA was one of the key elements. The collection of research papers and representative surveys on all EU dimensions of sport serves as one of the most significant input for a new policy paper and strategy for sport for Hungary.

Methods: Within the EU-funded project we measured 3400 school children’s parameters (multi-disciplinary scientific research: anthropometry, fitness, nutrition, habitual PA, health behaviour). For a special analysis we selected some of the data of 196 persons: 5th graders and 9th graders participating in curricular physical education classes on a daily basis, as well as control groups of 4th grader and 8th graders with 3 PE lessons/week. Habitual physical activity was obtained with Actigraph, (GT1M/GT3X) and body fat percentage was calculated from anthropometrical measurements.

Results: As expected, we were able to observe a linear correlation between the physical activity levels and the body composition of the participants. The more time the subjects spent performing MVPA (Moderate and Vigorous Physical Activity), the less body fat they had. The recommended MVPA is a minimum of one hour per day, but these Hungarian children had two hours of MPVA per day.

Keywords: daily physical education, HEPA for children, body fat, ESF TÁMOP/SROP project
Sport participation: from research to sport policies

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It is very important to understand how sport participation is affected from changing social, economic, political and cultural contexts in order to better improve sport developing programmes. In my presentation I try to contribute to this aim by analysing the main research conducted in Europe in the field of sport participation.

The presentation has three parts:

In the first one, a revision of the main contributions to the analysis on sport participation from a macro sociological perspective is made. Initiatives as the one from Rodgers (1977) for the Council of Europe, the COMPASS project, the MEASURE initiative, the Eurobarometer, among others, are analysed.

The second one deals with the type of analyses which can be done from the available data and the results obtained. Analysis of tendencies, clusters, segmentation of variables... are useful procedures to better understand the main phenomena of sport participation according to age, gender, social stratification, etc.

The last part makes some proposals of how these data can be useful to sport policies.

Social value co-creation using sport mobile apps

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Theoretical background and aim of the research: People at all ages are increasingly involved in sport practice using for instance wearable technologies such as smart watches, wrist bands and mobile apps that can record their heart rate, calories burnt, steps taken, and even compare their own results and progresses with other people. This paper aims to investigate social value co-creation practices of sport mobile applications users before, during and after their physical activity. The theoretical background of the present study is positioned to the Service Logic paradigm (Grönroos, 2008, 2011; Gronroos, Voima, 2013), that sees the customer at the centre of a value co-creation process even independently from the firm. In “independent value
creation” (Gronroos, Voima, 2013, p. 142), value is created by the user during the process of using resources (value-in-use) obtained from the firm.

We focus especially on one sub-dimension of the multidimensional value-in-use construct that is an important factor in engaging people to use mobile apps continuously, namely social value (Gummerus, Pihlström 2011). Social value is gaining importance in the digitalized world when people are always connected to each other through social networks online. Social media and online communities are promoting social exchange between participants. In order to contribute, individuals must think that their contribution to others will be worth the effort and that some new value will be created, with expectations of receiving some of that value for themselves (Nahapiet and Ghoshal, 1998). Thus, we focus on the “customer sphere” (Grönroos, Voima, 2013) of value creation emphasizing not only the individual level, but also the collective (social) level that is the customer network - made of real and virtual relations with family, friends, peers - in which value co-creation takes place.

**Research design and methodology:** For this research a qualitative methodology is undertaken, by applying the so called “Event-based Narrative Inquiry Technique” (EBNIT) (Helkkula, Pihlström 2010). Our empirical study involves a sample of 20 people, male and female, of different ages: from youngsters (18-24 years old) to young adults (25-44 years old) and also seniors (over 55), who are current users of wearable technologies such as Fitbit, Jawbone, Suunto, etc. and/or related mobile applications (Runtastic, Fitocracy, Nike+ etc.). Through personal in-depth interviews, enriched with examples how people share their experiences in social networks (Facebook, YouTube, Instagram, etc.), researchers analyze narratives of concrete use situations of sport related mobile apps as well as imaginary stories of how new type of services (e.g. training support, social sharing platforms, location-based information) could be used to co-create value for an individual user, group of users, and even for the app provider.

**Primary results and discussion:** Preliminary results of the study show that the ability to self-monitor and follow health effects is the key reason for using wearable technologies and mobile apps while doing sports. Furthermore, people “create” and share contents such as photos, videos and diary entries on Facebook and YouTube for self-expression purposes. Web 2.0 services are also used for inviting people to practice sports together. Users are active in co-creating value within and outside their existing social network. They want to be engaged in social interaction based on an expectation that it will lead in some way to social rewards, such as social acceptance or recognition within a person’s social network.

**Key words:** Value co-creation; value-in-use; social value; service marketing; sport mobile apps;
Evaluation of knowledge management in Egyptian sports federations

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Purpose: Knowledge management involves data mining and some method of operation to push information to users. A knowledge management plan involves a survey of corporate goals and a close examination of the tools, both traditional and technical that are required for addressing the needs of the company. The challenge of selecting a knowledge management system is to purchase or build software that fits the context of the overall plan and encourages employees to use the system and share information., the aim of this research is to explore the knowledge management in Egyptian sports federations.

Methods: A survey of knowledge management for (76) sports leaders in Egyptian sports federations (tennis, soccer, karate, hockey).

Results: the results reveals that awareness towards the knowledge management is not widely attention, and knowledge management system is not provide managers with the ability to organize and locate relevant content and the expertise required to address specific business tasks and projects. Some knowledge management systems cannot analyze the relationships between content, people, topics and activity and produce a knowledge map report or knowledge management dashboard.

Conclusion: concept of Knowledge management is still need enterprise consciously and comprehensively gathers, organizes, shares and analyzes its knowledge in terms of resources, documents, and people skills.

Keywords: Knowledge management, Egyptian sports federations, sports leaders
The relationship between mental toughness and pain coping strategies for female Egyptian athletes

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Purpose: The term mental toughness is used frequently in the media, in locker room speeches by coaches, and by the athletes themselves. It has become a colloquial term used to describe athletes who have overcome adversity and remained focused on their task despite distractions. The purpose of this study was to explore the relationship between mental toughness factors and pain coping strategies among Egyptian athletes.

Methods: Participants were 60 female Egyptian athletes (M age = 24.17 years, SD = 4.94) who all regularly participated in sports training in Egypt. All participants completed The MTQ48 (Clough et al., 2002), which used to measure mental toughness. This instrument was developed following qualitative work investigating elite athletes, coaches and sport psychologists’ perceptions and understanding of mental toughness in applied and theoretical contexts. Responses are made for the 48-items on a 5-point Likert scale ranging from (1) strongly disagree; to (5) strongly agree. In addition, pain coping strategies was determinate by Pain Coping Strategies Questionnaire –CSQ (Rosentiel & Keefe, 1983).

Results: The results revealed that a significant relationship between mental toughness factors and pain coping strategies.

Conclusion: The findings indicated that the implication of this research for coaches working with mentally tough athletes is that to match athlete preferences.

Keywords: mental toughness, female Egyptian, pain coping strategies
The changing status of mass gymnastics by women

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Independent researcher

From the 1930s, in different parts of the world, thousands of women have taken part in performances of mass gymnastics. These performances have represented non-competitive and non-commercial exercise culture that has voluntarily been created by women themselves. The performances have taken on their own expression in each individual country.

A special feature of these performances has been equality, as everyone performs the same series of movements. I consider these performances as women's ritual of modernity. In the early twentieth century, exercise and sport started to be important in the use of modernization and nationalism. In the same time, on the other hand, as an aspect of modernization, exercise and sport began to become a business with products whose visibility was magnified by the media. Since the end of twentieth century communications technology and the media have created new criteria for sport, and a new aesthetics, as well. In this changeover, multinational and global companies have facilitated different forms of alternative exercise and sport.

In the paper, I shall study those mechanisms by which the status of performances of mass gymnastics by women have been legitimised and assessed. Of the variety of mass performances by women, I shall describe the performances given by Finnish women. In the end, I shall reflect different kinds of futures for performances of mass gymnastics.

Overweight and obesity (BMI) effects on physical performance of university students

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In this study, obstacle run races scores of 178 adolescent university students have been evaluated in terms of Body Mass Index (BMI) by the methods of statistical t-test, correlation and regression analysis. While slightly overweight students finished the obstacle run races in average 4,48 +0,61 minutes, students having normal weight finished the same races in 4,30+0,36 minutes. A significant difference between the averages of scores of the finishing time of both slightly overweight and normal weighted students have been identified. ( t=9,97): (p=0,00) It has been determined that the correlation between the body mass index and the
finishing scores of obstacle run races has been in the positive way \((r= 0.50)\):(\(p= 0.00\)). When the level of correlation between the body mass index and the scores of obstacle run races was assessed, it was observed that being fat affected the score of obstacle run races in the ratio of 25\%. \((f=59)\): \((r=0.50)\): \((p=0.00)\). In other words, being slightly fat or having a normal weight affects the degrees of obstacle run races to the degree of 25\% and other 75\% can be explained by other reasons. When the students’ body weight gets higher, their physical performance gets lower.

**Key words:** Health, overweight and obesity, sport, physical education, physical performance.

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**Customer Relationship Management Exemplified by Professional Sports Clubs**

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Main School of Commerce in Warsaw

During the last 10-20 years professional sports clubs in Poland have started to attach more and more importance to creation of lasting relations with customers – and especially with sports fans.

Fans can be defined as persons who are interested in a given sport, follow the course of sport competition and its results and participate in sport events and in sports clubs’ life.

The aim of the paper was to recognize strategies applied in relations with professional sports clubs’ fans. The study concerned over 50 football, basketball, volleyball and speedway clubs. The basic research method was an analysis of management boards’ reports concerning activity of the clubs. Collected empirical data were explained and interpreted in the light of the theory of customer relationship management.

Regarding the first criterion, there was distinguished the traditional strategy, consisting in treating fans as consumers of sports services and creation of unilateral relations of the service provider – consumer type, and the modern strategy, which assumes a possibility of including fans into activities supporting the club and of creation of multilateral relations with fans in the organizational, the marketing and the social dimension.

Regarding the second criterion, there were distinguished and characterized passive and active strategies in the field of shaping fans’ desired behaviours.

On the basis of the conducted researched there was formulated a conclusion about a need for undertaking organized endeavours promoting principles of – and benefits from – mutual
transfer of knowledge between theory and practice in the area of creation of proper relations between clubs’ management and sports fans.

Decisions as a common basis for social science

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All life is problem solving (Popper, 2005), and organisations can be understood in terms of their decisions (Simon, 2000). The following lecture is based on two classical authors’ approaches and tries to use their methods regarding the social science of sport.

Decision analysis is a relatively new area in the field of science, so trends which contribute to the understanding of social processes and the laws of exploration based on different ideas will be presented. Research on decision making nowadays integrates methods from economics, psychology, political science, management and from other social sciences; it’s application would be worthwhile for a better understanding of the world of sports as well.

In addition to a presentation of the theoretical framework, the topic of uncertainty (Gigerenzer, 2014) will be analysed in more detail since it plays a significant role in decision making and in sports as well. Complexity and uncertainty generate the types of discussions about methodology for the social sciences which could lead to the development of better forms of scientific understanding and prediction. The existing uncertainty in the social phenomenon and in sport require a different approach than the Newtonian clock model of natural science; besides the hard, data-based analysis it provides basis for softer, qualitative methods as well (Brockman, 2013). This duality in methodological approach exists also in decision making; next to the rational and maximising model, the satisfactory solutions and intuitive techniques of heuristic methods of decision-making can prove to be effective in terms of problem solving.

After the presentation of the theoretical framework, the results of the researches carried out through an analysis of decision processes are summarised. Selected examples provide an overview on classical economics-based analysis, organisational behaviour based on bounded rationality described by the administrative behaviour theory and the consequences of soft budget constraints in sport.

The final part of the presentation calls attention to the fact that, with analyses of predictions and decisions made with imperfect knowledge, the social sciences need clear, falsifiable statements in the sports world also in order to achieve genuine scientific progress.
Doing sports at workplace in Hungary

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Introduction: The trend toward introducing wellness/health initiatives at workplaces continues worldwide. In addition to the fact that workplace health is a basic human right, from the business point of view, it is worth increasing the health of workers. According to employers in the Central-European region, increased stress and musculoskeletal strain are the most important problems among workers. By doing workplace sports, we could do a lot to avoid these problems.

Methods: I did literature review, 31 in-depth interviews and analysed the 3476 questionnaires of the two waves of “The Fittest Workplace”-surveys in Hungary. After the analysis, further interviews and case studies were done, and a workshop was hold. The workshop topics were the same as my research questions: what is the current situation, which benefits come from workplace sports, how can we characterize the best programs, what are the difficulties companies have to face and what solutions may exist for them.

Results: Qualitative research showed that attitude formation is an important element in workplace sport. The best programs’ key elements are: strategic importance of health/sports programs, the top management has to be committed and continuous measurements, data (test parameters, absenteeism) are also important. I "developed" a corporate sports pyramid and well-formulated recommendations for employers, workers, government and non-governmental sector for performing better in workplace sports. The quantitative researches gave answers to the following questions: how much of the nearly 3,500 surveyed employees do sports and why or why not, how companies promote sports and are employees satisfied with these promotions or not.

Conclusion: Most people spend most of their time at work, approximately 80-90,000 hours in a lifetime. The workplace could be one important field of attitude formation. On one hand we spend a lot of time there, on the other hand targeted, "workforce-specific" programmes could be introduced efficiently.

Keywords: sports at work, workplace sports program, “The fittest Workplace”-survey
National mapping project to increase social inclusion of people with disabilities in Hungarian physical activity and sport policy documents

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Introduction and Methods: The EU-funded project supported the national mapping activity of Hungarian sport in 2013 and 2014. PA for people with disabilities was one of the key areas of the research leading to policy recommendations for actions. The data was nationwide and representative, the sub-group of people with disabilities was reached by a 48-question questionnaire. A document analysis (EU policy papers) and review of the international literature including EU-level project outcomes on including social inclusion was performed.

Results and Discussion: It was find out the most elements needed for regular physical activity for people with disabilities are missing with a considerably high percentage. Factors such as lacking accessible buildings, or special equipment and tools, or trained professionals in all fields and all levels of APA, the unacceptable distance from residence, lacking affordable prices/costs, have all been above 80%. Over 90% of the surveyed people were ready/interested in exercising together under the scheme of sport for all.

The cross-sectorial, related EU policy recommendations and guidelines have been translated to Hungarian language. Based on the survey results, specific recommendations for the Hungarian setting have been made.

Conclusions: The project outputs serve as an input to several organisations strategic documents at national, regional and local level. This first evidence based policy making process is expected to bring changes and development for making sport for all available for all in Hungary.

Keywords: Social inclusion in and through sport, Sport policy, EU recommendations and guidelines
Sport Economics into the Sport Management Curriculum at Faculties of Physical Education in Egypt

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Introduction: Sports management is a relatively new field of study. Sports economics has emerged as a clearly defined field in the past few years, and sports economists have recently begun taking positions in sport management programs. Commensurate with increasing research activity has been the growth of courses dedicated to sports economics. Economists with interest in the field have developed and offered courses in sports economics at more than 70 institutions in the United States and many more internationally, the aim of this research is to explore the important role of sports economics into sport management nexus.

Methods: A survey of sport management programs and their curricula into (5) faculties of physical education in Egypt.

Results: the results reveals that sports economics is not widely required by sport management programs, despite the inclusion of “economics in sport” in widely accepted sport management curricular guidelines.

Conclusion: Sport management programs have recently experienced trouble filling vacant positions, and new Ph.D.s in sport management do not have adequate research preparation.

Keywords: Sports Economics, Sport Management, Curriculum

Sports migrations - the case of Slovenian national football team

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The establishment of the world sport market, the increased mobility of players, foreign capital investments in clubs, and the involvement of traditional and alternative media in sports are clear indicators that globalisation has influenced the world of sport. Migration is a global phenomenon encountered by all countries around the world.
The article outlines the reasons and types of migration in footballers' trail to the outside world. We discuss Slovenia related migrations in football focusing on key factors for migrating into another country. The aim is to explain migratory factors, the patterns considering fundamental networks, cultural capital by Pierre Bourdieu and migratory process and migration typology by Joseph Maguire.

The observations presented in the article are based on interviews with fifteen members from Slovenian national squad, who have played for the squad in year 2013 and have experienced moving abroad. The collected data was then analysed with the Nvivo programe.

Effects of yoga and different sports on well-being among university students

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Introduction: The wellness practices protect long-term negative effects on physical and mental health. The yoga system is practised since thousands of years and have several effect that can be explored from natural science and social science perspective. The effects of yoga on subjective well-being showed positive results in several studies. National surveys in Australia and United States of America confirmed that regularly practised yoga positively affect the quality of life.

Materials and methods: The present longitudinal study look at the aspects of well-being in yoga and other sports (e.g. aerobic, volleyball, swimming) among 437 participants (75,8 % women) belonging to the same age group and educational attainments. Different aspects of well-being were assessed before and after 10 weeks of yoga (28,4%) and other sports (71,6 %) training using the World Health Organization Quality of Life (WHOQOL), Satisfaction with Life Scale (SWLS), Spiritual Health and Life Orientation Measure (SHALOM), Ryff's Psychological Well-being (Ryff PWB), Pennebaker Inventory of Limbic Languidness (PILL) questionnaires. One-sample t-test was used to compare the scores of questionnaires before and after the 10 weeks of training.

Results: Any form of exercise can reduce the physical symptoms and have a positive effect on the subjective well-being (p<0,001). Yoga however significantly improve the personal well-being (p=0,027) and transcendental well-being (p=0,028) also.
Discussion: The research provides valuable data on the effects of the weekly practice of yoga and other sports as it is mentioned in several studies and contribute to health education and counseling strategies to improve the well-being of the age group.

Key words: yoga, sports, well-being, university students

The rules which reserve of women’s inequal opportunities in sport leadership (Or the lex sportiva from the women’s point of view)

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The legislation and the generated norms, can be readily foreseeable play a key role in equality between women and men. The written norms should be primarily provided women's rights and equal opportunities. But, nowadays the law is an unchanged and formalized process, is deeply masculine structure. The gender neutral law, is a misleading myth; the law is not automatically good for women, good for men as well. The created law rather than abolishes, -in latent operation- reserve the gender imbalance among the members of society; in the sport also. The masculinities in lex sportiva operate as hidden mode. But every actors exactly understand it. The law -as an independent and masculin structure- is both a tool and a mirror image of the structural women’s barrier. In the present lecture I reveal, [unmask] how can be the mascucline law reserve the women’s inequality in the sportleadership. The effect of non -gender- neutral rules will be presented through the basic statutes of IOC and HOC [Hungarian Olympic Committe], namely women's point of view. Such kind of norm testing in sports, has not been made yet.

Results: In the sport norms, [lex sportiva] hidden and incorporating could be exist the gender discrimination; it allowed the acquisition of a relationship-based positions, that is a female competitive disadvantages, wich has legal basic. The [sport]law even today, can not be guaranteed fully, the equal opportunities of women.

Key words: The hidden operation of masculinity in the undetermined spot norms and process for the election; legal vacuum; ‘rubber rules’.
Sporting bodies: a phenomenological concept of bodily expression

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In postmodern consumer culture, bodily practices have gained an extraordinary, yet precarious significance: a ‘corporeal turn’ is taking place (Sheets-Johnstone 2009). Bodily expression offers new forms of identity in an age in which traditional and communal forms of identities have collapsed (Featherstone 1982). Preoccupation with fitness and wellness, piercing and tattoo, Paleolithic diet, yoga and others are symptoms of this special cultural dynamics. In the ambivalent process of ‘corporeal turn’, both recreational and competitive sports play a central role.

The question must be raised: why and how bodily expression can become a source of a renewal of personal and cultural identity?

Of the complex cultural phenomenon, this presentation focuses only on one, phenomenological aspect. In the philosophy of Merleau-Ponty, the moving body presents itself as an original field of creativity, as a primordial source of all higher forms of expression (Merleau-Ponty 1965, 150). As in the case of arts, so in the case of corporeal expression the content expressed is inseparable from the expression itself; and what is more, the expression is inseparable from the person who is being expressed. This integrative nature of bodily expression creates a special quality, a set of ‘qualia’, which emerges in all sporting activities. Rules and objectives not only limit, but also open space for this primordial corporeal expression (Elcombe 2012, 18). This special quality, as an integrated and immediate expression of the person who plays, makes sports enjoyable both for players and visitors. However, excessive instrumentalization of sports endangers the same creative capacity which is expected to recreate personal and cultural identities.

Quality, as virtue of a sports club – the mission of modern sports clubs in the spirit of Aristotle

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In our ever changing world, the role of leisure time is revalued. Leisure time gains more weight as we lack it, which motivates us to spend it more efficiently. One way of recreation is sport.
What does quality mean here? What makes a sports club of high quality? My study aims to show that already in the ancient times, people called for quality, which nowadays gains more weight due to the countless options – also in the area of sport, which can be satisfied even today with in the spirit of the antiquity. Everybody has different demands from sport and – being humans – we all have different needs and we consider different things important. But there is one thing that we agree on: we look for quality. I examine the issues around quality with regard to sports clubs. As a starting point, I go back to Athens, more precisely to Aristotle, who was already back then engaged in the issue around quality, even if he named it differently: he mentions virtue, fairness and justice. I aim to prove, that despite of the transformation of the meaning of quality, the conception of Aristotle is not only still valid but is adaptable to today’s modern world. If we talk about the quality of sports clubs, we need the same teleological mindset – we need to consider justice, appreciation, virtue, and the nature of “good, right way of life”. Today’s sports clubs (just like for-profit enterprises) are exposed to the economy’s ever changing environment – however, their competitive advantage (beside the lower prices) might be the differentiation, where quality plays a key role. Analogously to Aristotle’s teleological cogitation, each sports club need to identify their qualitative factors and need to introduce and adapt them efficiently to satisfy their existing and potential members.

The evolution of non-profit sport services under public finance deficit

Zagnoli, Patrizia – Radicchi, Elena

Sport Management Lab, University of Florence

**Background and aim of the research**: Leisure and sport participation, besides being intrinsically valuable, is recognised to play a fundamental role in preventing diseases, improving health, increasing social cohesion (EU, *White Paper on Sport*, 2007).

Institutional involvement in sport is common-place in some European countries, where public authorities are considered key providers of sport and recreation services to local communities (Bergsgard *et al.*, 2007). Despite the fact that Institutions are the owners of sport facilities, over years they have adopted a business model oriented to the externalization of the local venues’ management entrusted to non-profit associations.

The management of non-profit sport services has changed fundamentally in recent times: that is the result of the evolution of national and regional legislation, the growing public spending review and the increasing competition of commercial sport (private fitness centres, global brand sport chains, etc.).
Based on these premises, the paper aims to analyse the contemporary issues facing the management of non-profit sport services. The empirical exploration is framed within the Service Management paradigm (Normann, 1984; Grönnroos, 1994; 2007) which offers the analytical tools to provide a meaningful knowledge of the service design and supply implemented by local sport associations.

**Methodology:** For this study a qualitative methodology has been adopted. A cognitive field survey (Miller et al., 2014) has been undertaken by carrying out in depth interviews with the venue managers from a sample of multi-sports facilities (*polisportive*). The selected facilities, located in the Region of Emilia Romagna, Italy, have been primarily chosen since this area has traditionally relied on a high quality sport and recreational services provided by an advanced welfare policy able to sustain a good network of local cooperatives and public Institutions.

The questionnaire submitted to the group of managers interviewed, faced the underneath topics:

- data about the venue management (8 items);
- activities implemented (4 items);
- typology of users (8 items);
- availability of economic resources (5 items);
- analysis of the facility (7 items);
- major issues (2 items);
- solutions adopted (2 items).

**Results and discussion:** Findings of our empirical research shed light on several critical issues and emerging challenges for the organisation and management of local sport services:

- While historically the voluntary sport sector has been the base of the sporting offer in many Regions of Italy, it emerges the lack of managerial capabilities of voluntary people engaged in sport organizations which are no more in line with the contemporary globalized sport. This in turn leads to an inadequate service supply, further impoverished by the abandon of facilities from the local Municipality administration, which is not able any longer to sustain a growing consumers demand;

- With the shrinking of economic support by local entities and the strong competition from the private fitness industry, non-profit associations are required to deliver more and more additional services (collateral events, educational training programmes for children, food and beverage, merchandising, etc.) in order to raise financial gains, whereas the provision of physical and recreational activities (*core service*) is progressively neglected and even hygienic and security aspects are not granted;

- This trend is intensified due to the changing contemporary society where people demand and expect experiential recreational services. Even, non-profit associations should be able to offer the latest entertaining services and products to compensate the disintegration of social networks beforehand granted by the voluntary and community sport organizations;

- Despite in the past local authorities have been investing heavily in an attempt to increase sport participation, paradoxically we see a process of commercialization of sports in the
form of a growing fitness and wellness sector. The emerging “duality” of public and private sport supply induces the impairment of local non-profit associations while fitness centers become the new artificial places of “aggregation” of the local community. In this context people are embraced into not only physical exercise, but even in a variety of specialized and personalized services;

- Sports seems to be any longer a pivotal social activity for the community. With the surge of sport privatization it is rather a new business. Nevertheless, health public spending review is implemented by promoting physical practice as a diseases’ prevention tool.