

University of Debrecen, Hungary  
Faculty of Economic Sciences and Rural Development,  
Department of Sporteconomics and Management



"Example of Hungary (low sport participation rates):  
Sport in Hungary, limitations and opportunities"

Szilvia Perényi (PhD.)  
Assistant Professor

	<b>Reg.</b>	<b>some reg.</b>	<b>seldom</b>	<b>never</b>
SK	5	25	35	35
PL	6	19	24	49
CZ	5	23	35	37
HU	5	18	24	53
SLO	13	39	26	22
BG	3	10	28	58
LT	14	22	20	44
RO	8	13	28	49
IT	3	26	16	55
GRE	3	15	15	67
NL	5	51	16	28

## EUROPE

### EUROPEAN UNION

- EU Member States
- EU New Members 2004
- EU New Members 2007
- EU Candidates
- EFTA Member States

© Nations Online Project

**Hungary is not alone  
in the EU  
with the low sport  
participation problem!**



# HUNGARY

## Economic and political changes in 1989/1990

- State socialism > market economy
  - One-party system > pluralistic society
  - Caused societal changes
  - New mechanisms in all segments of life
  - Old expired, the new was unknown
  - Establishing capitalism without capitalists (Szelényi, 1987)
  - Value crisis
- 
- Changes in the societal sub-system of sport



# Rank of countries 1896-2008 on Summer Olympic Games

Rank	Country	gold	siver	Bronze
1	USA	931	712	625
2	Sovietunion	433	356	332
3	GB	210	254	253
4	Germany	202	217	224
5	France	189	205	231
6	Italy	189	158	174
7	China	163	117	106
<b>8</b>	<b>Hungary</b>	<b>160</b>	<b>142</b>	<b>160</b>
9	East -Germany	152	128	127
10	Sweeden	144	152	174

# CHANGES IN SPORT?

- Restoration of heroic past
- Focus on elite sport
- High degree of involvement from state
- Week club and NGO structure in general
- Centralised and paternalistic system
- Social inclusion into sport is a second priority
- Limited private presence
- Democtratisation never happenned (Földesi, 2005)

Low participation rates

(Euro-barometer, 2009; Gáldi, 2004; Gál, 2008; Földesi, 2008; Perényi, 2010).

# RECENT CHANGES IN SPORT

1. New financial support scheme approved by the European Commission, 2011  
TAX-deductable private money for five team sports.
2. Modifications in the Sport Law 2004  
Complete re-structuralization of Hungarian sport system.

# PURPOSE OF THE STUDY

- to follow the trends of youth sport participation along the determination of socio-demographic and other sport related variables;
- to introduce and to evaluate the recent structural and funding modifications ;
- to outline the possible opportunities and limitations of Hungarian sport today.



# METHODOLOGY

1. statistical analyse of the survey of  
**YOUTH 2000<sup>©</sup> 2004<sup>©</sup> 2008<sup>©</sup>**
1. analysis of documents related to the new the structural and funding modifications of sport in Hungary
2. in-depth interviews with key decision makers.

# YOUTH 2000© 2004© 2008©

Sample:

- 15-29 years olds (N=8000)
- Stratified random sampling
- National representative sample (gender, age, size of residence, municipality of residence)

Data collection:

- Questioner based structured interview
- Subjective answer to the question of

*„Do you do sports or physical activities regularly outside of physical education classes?“*

# SPORT PARTICIPATION (%)

15-29 years olds	2000.	2004.	2008.
Sport participants	33	41	38
Nonsport participants	67	59	61
Sport part. female	27	34	31
Sport part. male	39	48	44
Chi-square	112,2*	167.49*	152.53*
Sport club member	5,5	-	1,6

% \*  $p < .001$

# REASONS

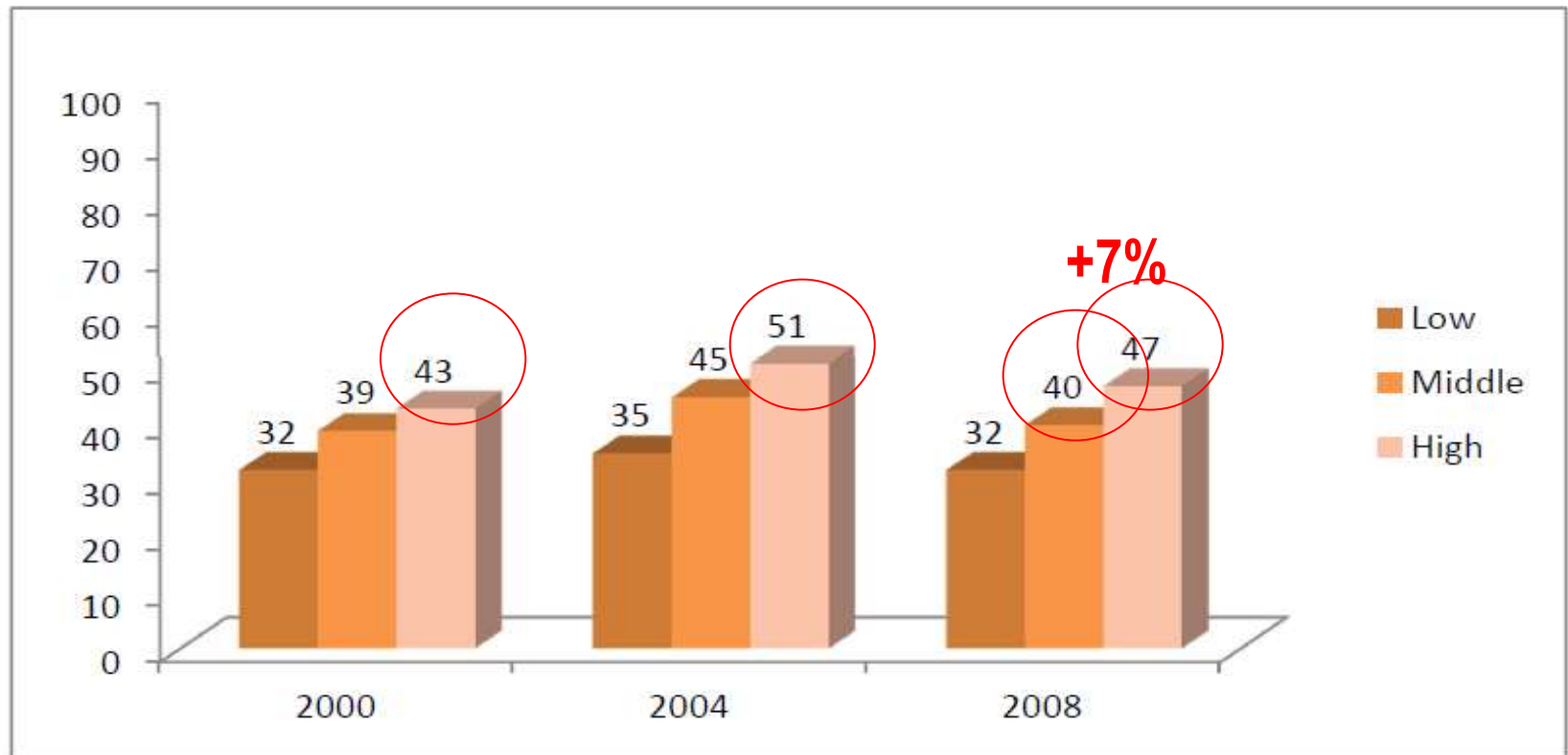
## WHY NOT?

- Lack of time - 58%
- Do not like to do it
- No importance
- No access to do it
- Because of money - 3%
- Health reasons

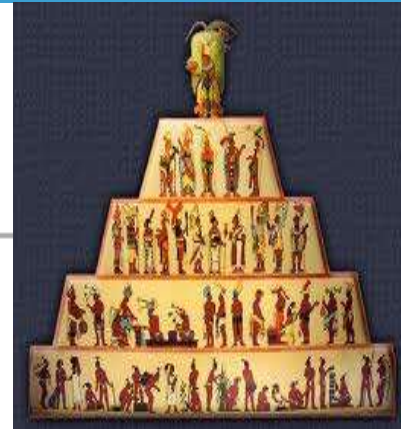
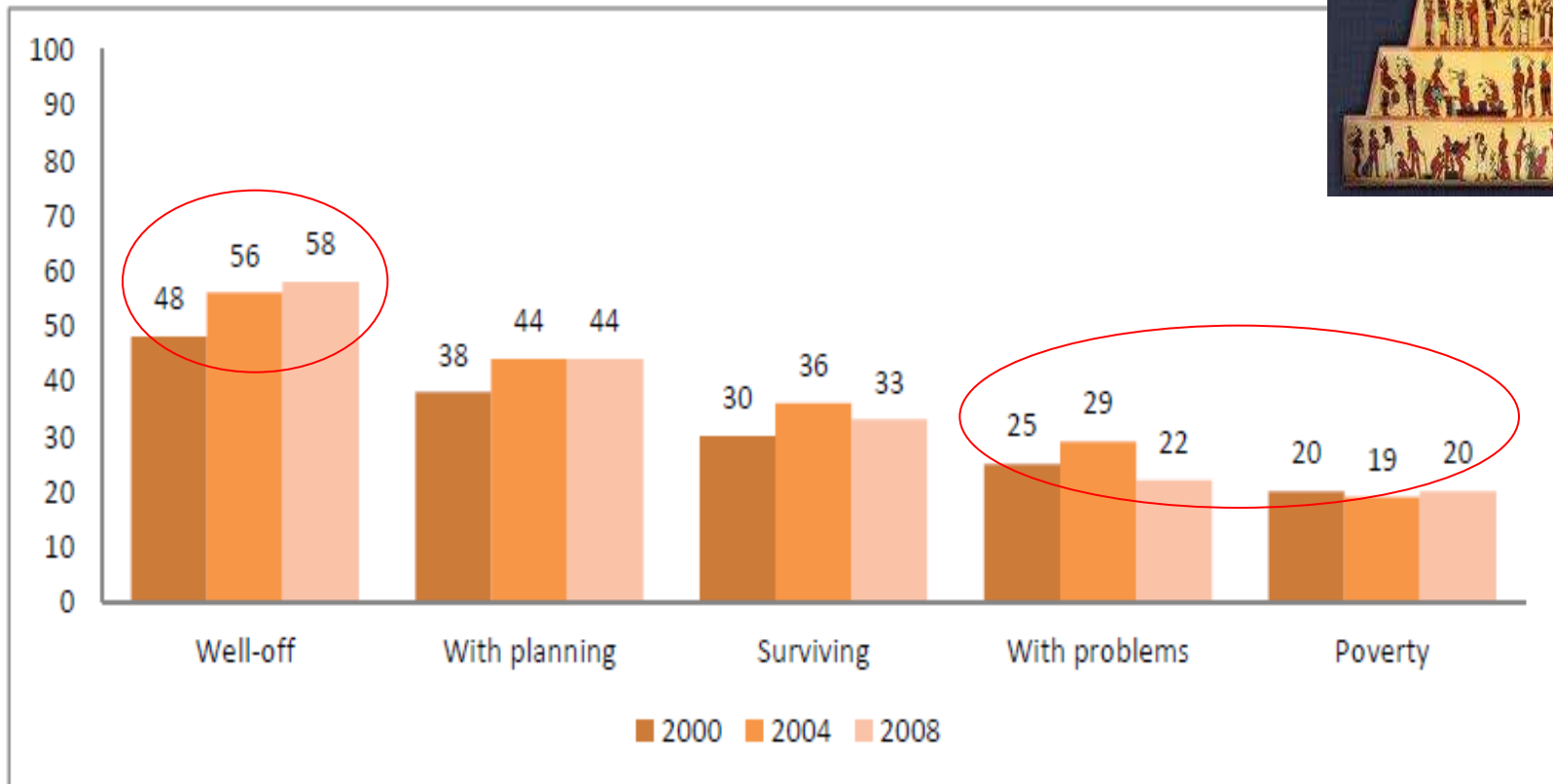
## WHY?

- To be fitt - 60%
- To be healthy
- To feel good
- Enjoyment
- Good looks
- Company
- Weight reasons

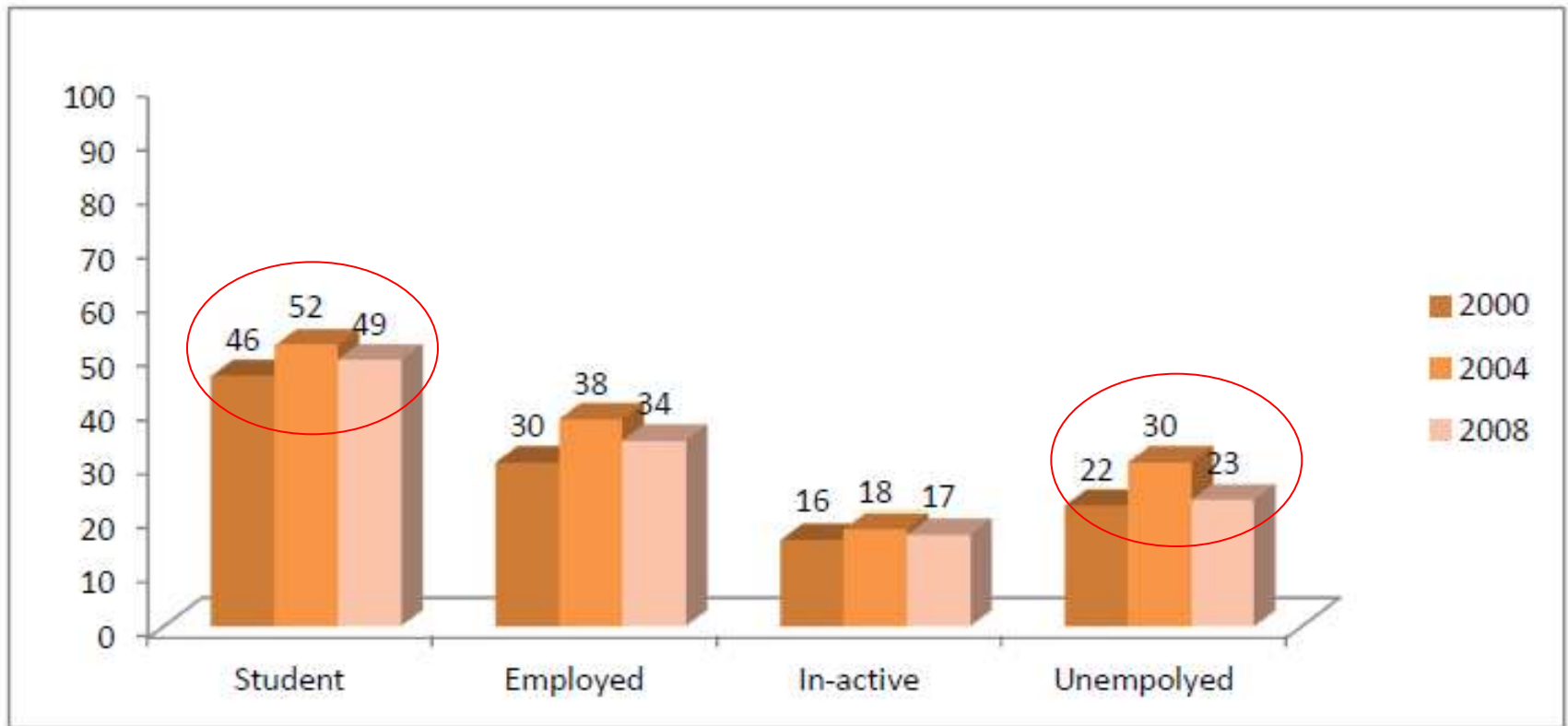
# LEVEL of EDUCATION



# ECONOMIC POSITION



# MARKET ACTIVITY



# The myth of a „Sport-nation”

## HUN success sports:

fencing

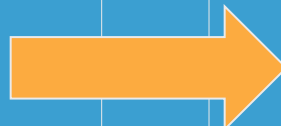
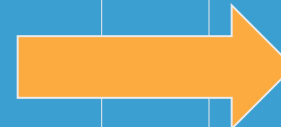
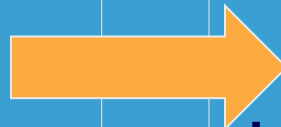
kajak-kenu

modern-penthalon

waterpolo

gymnastics

swimming



expensive

hard to include mass

individual

difficult access

The heritage from state-socialism --  
focus on elite sport.

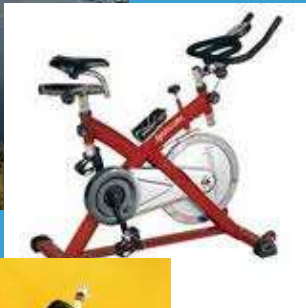


# SPORTS (%)

		2000. (N=2497)	2004. (N=3165)
1.	Football	20.5	23.0
2.	Aerobics	14.4	7.8
3.	Cycling	8.9	12.4
4.	Bodybuilding	8.0	8.6
5.	Jogging	6.6	9.7
6.	Home exercise	4.9	4.2
7.	Swimming	4.8	4.5
8.	Basketball	4.4	5.8
9.	Handball	3.0	3.1
10.	Track&Field	2.9	1.1
11.	Dance	2.5	2.8
12.	Karate	2.0	1.8
13.	Horseriding	1.4	1.1
14.	Tennis	1.4	2.1
15.	Volleyball	1.0	1.4

# Changes in SPORTS

- HUN success sports statistically not markable on a national sample!
- New forms of sports and physical exercise appeared statistically.



mountain biking,  
snowboarding,  
walking,  
home bicycle,  
exercise for the pregnant,  
Brazilian dance,  
zumba,  
baseball,  
American football

# SPORT SUPPORT SCHEME

- Five most popular team sports

**football, basketball, handball,  
water polo, ice-hockey**

- WHY: 90% of registered athletes play them

GOAL:

- Transparent sport financing
- Raise private involvement in sport funding

# COMPANY BENEFITS

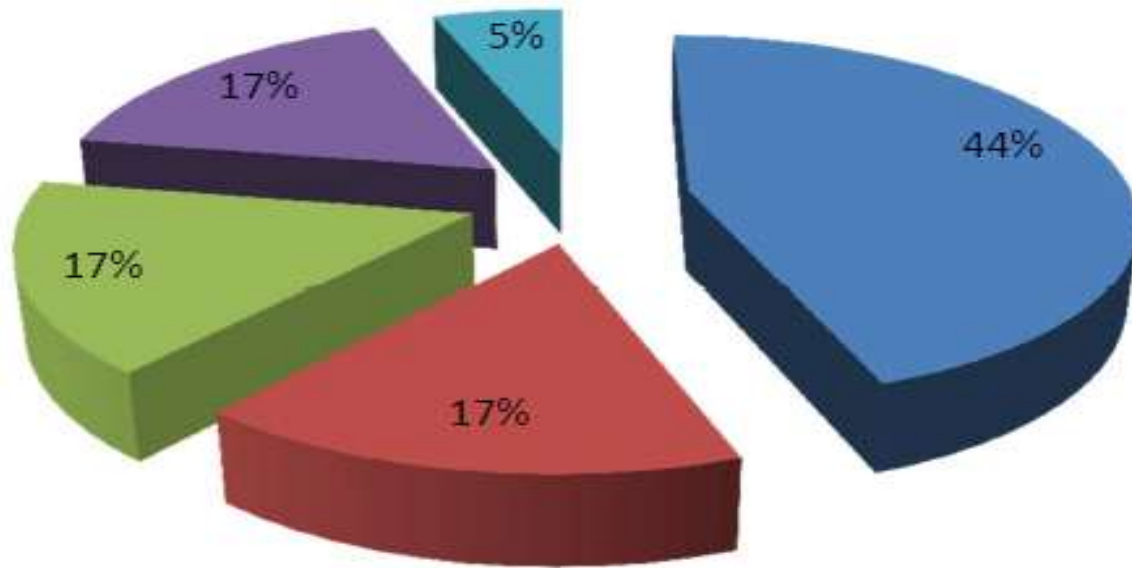
- Support is deductible as a company expense:  
10-19% profit for the company
- Support is deductible from payable tax :  
100% profit for the company

**60 million euros extra  
private funds into sport**

„Not only elite sport, but all the subsystem of  
sport and communal interests”

# DISTRIBUTION OF FUNDS

■ Football ■ Basketball ■ Handball ■ Water-polo ■ Icehockey



# Sport organisation benefits

- Federations, club, sport companies, amateur sport organisations, Hungarian Olympic Committee
- Long-term and approved plans by federations
- Transparent financing (payable benefits, and social security-taxes to state)

## Support areas:

- Facilities, salaries, competition costs, staff training, grass-roots and talent management

# New structure of Hungarian sport

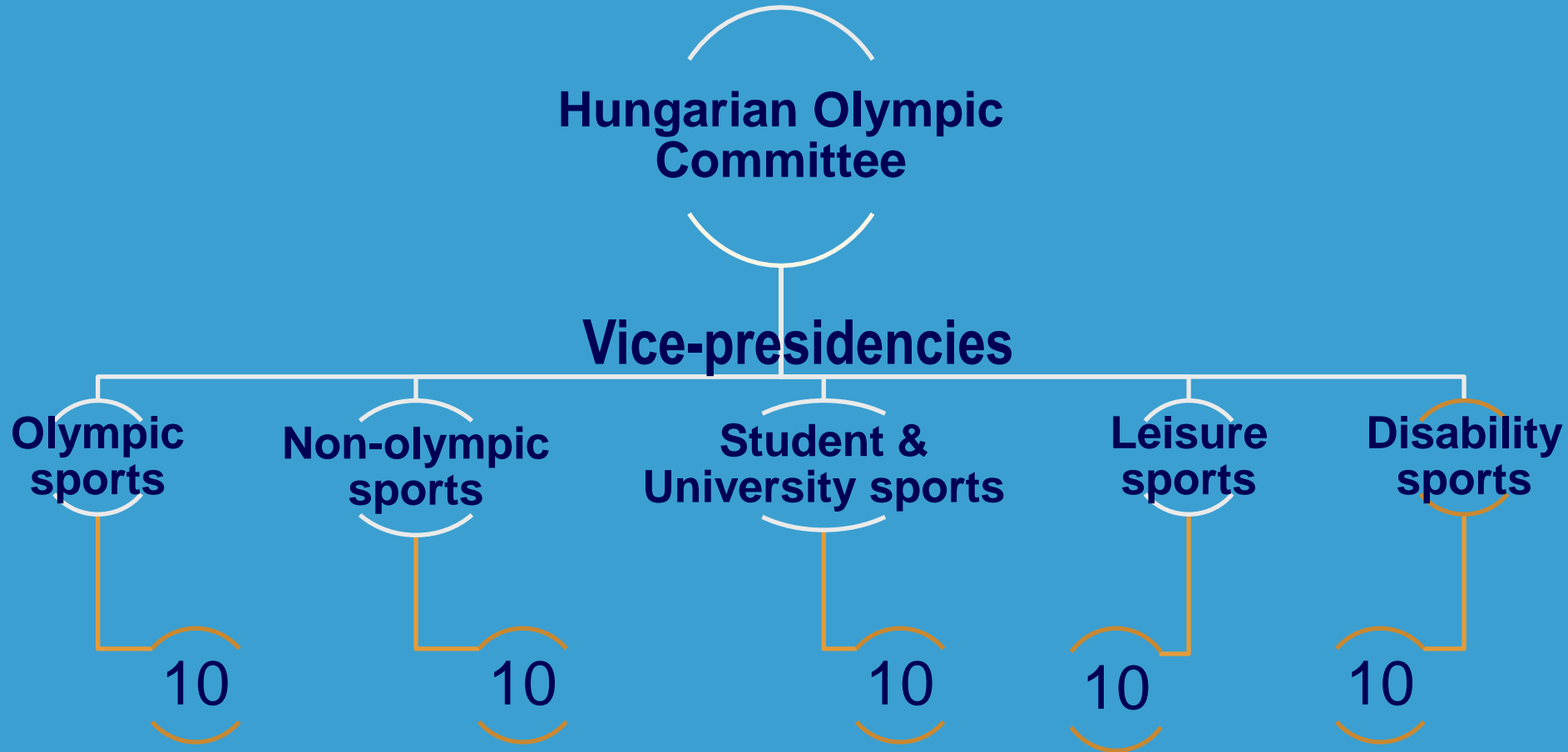
## GOAL:

transparent structure and funding system

## Status changed NGOs:

- National Sport Federation
- National Paralympic Committee
- National Leisure Sport Federation

# New structure of sport





# What is your opinion of

- The place and role of leisure sport in society and the subsystem of sport?
- Will the new sport support scheme has a positive effect also on Sports for All?
- Will the new sport structure has an effect on sport participation rates?

# Key decision makers said:

- „Leisure sport was always a secondary importance”
- „Only medals count, and it should be gold, this intimidates people, make them think that sport is only for the talented and the best”
- „We all wanted structural changes, we all knew we need a central umbrella organisation, but we never thought that it will be the Olympic Committee”

.....

- „Integration is a good thing, it depends on us how we can capitalise on it, but it will not be easy”
- „They say it is also for communal sport, but we actually lost our sponsors because they can save tax-money by the supporting the 5 lucky ones”
- „Sport is very structured and the elite will always look down on the average exerciser.”
- „ I hope one day elite sport will understand that we are working on the same market for each other”

# SUMMARY 1.

- Sport remained gendered and mainly serviced those with high level of education and high economic status.
- Emphasis on talent management and elite athleticism still strongly characterizing sport.
- Sport is very structured and the players of decisions are not united.
- New offers and solutions for sporting opportunities are awaited by youth.

# SUMMARY 2.

Whether the new structural and funding environment will -

- create a potential for developments in all divisions and levels of sports.
- bring the long-time awaited democratization and social integration,
- initiate an incline in sport participation

remains a question of implementation plans, and shall be answered and *measured* in the future.

Waiting to happen!

Thank you for your attention !