

# The Impacts of International Sport Events: Case Studies of Two Hungarian Cities, Győr and Székesfehérvár

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After the period between 1998 and 2002, sport has again and continuously been considered as a priority strategic sector in Hungary since the year 2010. Hungary has demonstrated remarkable performance in organising international sport events. The FINA World Championships and the European Youth Olympic Festival, both held in 2017, as well as the annual Gyulai István Memorial Athletics Hungarian Grand Prix have profound worldwide significance. The objective of the study is to give an insight into how the two host cities (Győr and Székesfehérvár) and their residents perceive these international sport events and their impacts in Hungary.

*Keywords:* residents perceive, international sport events, impacts, strategic planning, urban development

## Introduction

After the period between 1998 and 2002, sport has again and continuously been considered as a priority strategic sector in Hungary since the year 2010. As a result, the sport community and the related sectors have shown burning enthusiasm for sport-related development projects. Within the area of sport, priority, and consequently governmental funding has been given to programmes supporting the construction of sport facilities and the organisation of international sport events within the country. These two areas of support can be connected and the impacts may stimulate development primarily in the fields of urban development and tourism (through the construction of sport facilities and urban rehabilitation).

Hungary has demonstrated remarkable performance in organising international sport events. In the past Olympic period as many as 109 international sport events were organised at 117 venues in 27 Hungarian cities (Máté, 2017a). Since 2012, one could witness a rise not only in the number, but also in the reputation and quality of the events, which include the FINA World Championships, the European Youth Olympic Festival (EYOF), the World Judo Championships and Congress held in 2017, as well as the Formula 1 Hungarian Grand Prix and the Gyulai István Memorial Athletics Hungarian Grand Prix held annually.

In the area of tourism, the objective of the Hungarian Tourism Agency is to develop the tourism brand of Hungary, as well as to exploit the interactions between sport events, tourism, the economy and the country brand. After an interruption in 2008 and 2009, the tourism sector, which is regarded as a key industry, has been continuously growing since 2010. All of the key performance indicators have been improving in domestic and inbound tourism alike (National Tourism Development Strategy (NTDS), 2017).

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The document titled “National Tourism Development Strategy 2030” highlights that as a host of major sport events in 2017, Hungary proved that it is able to organise large-scale international and national sport events at world-class level. Furthermore, in the future the exploitation of the potentials inherent in sport tourism will also offer a good opportunity for the development of tourism. The growth in the number, size, and scale of the events will entail an increase in the necessary financial investments, infrastructural projects, social impacts, the number of affected people, and the level of their involvement. International sport events also affect the residents of the host cities.

The material of this study can be divided into two parts: First, it examines the relationship between Győr and Székesfehérvár (both are cities with county rights) on one side, and sport and sport events on the other side, and the connection of the latter to urban development. In the second part, the study examines the opinion of the residents of the host cities (Győr and Székesfehérvár) regarding the impacts of international sport events, i.e., the European Youth Olympic Festival 2017 and the GyulaiIstván Memorial Athletics Hungarian Grand Prix, respectively.

The objective of the study is to examine the reception and perception of these international sport events by the local residents, as well as the significance of the impacts, and to determine the characteristic features of the residents’ opinions on the impacts of these events.

### **Theoretical Framework—Factors Affecting Urban Development**

The links between the impacts of international sport events and urban development can be created through the multidimensional effect or leveraging resulting from strategic planning (Máté, 2017b). This chapter focuses on the development potentials triggered by international sport events and on the theoretical frameworks thereof. First of all, the author will present sport, including especially international sport events, as a catalyst for urban development.

The development of a city can be guaranteed by several factors, and the weight of the factors can be specified for each city. According to Rechnitzer (2014), Győr has seen the creation of new focal points for the future development of the city.

The first focal point is that it can be regarded as part of the spectacularly developing Vienna–Bratislava–Győr development zone, which can pave the way for new types of network-based cooperation. The second focal point of development is that the increasingly far-reaching local and regional economy requires more and more intellectual resources. The third focal point, which enhances the topicality of this study, is that the demand has grown for the renewal of the urban environment, for bringing it up to the level of European regional centres and for the introduction of new elements (development of cultural services) for the improvement of the quality of life. (Rechnitzer, 2014, p. 6)

One can draw several parallels between Győr and Székesfehérvár. After Budapest, these two cities are the economic centres of the country. They have undergone major development in the past years and they have strong economic potential. Based on these facts and the results of the expert interviews, the author believes that Rechnitzer’s (2014) finding holds true for Székesfehérvár too: There is now greater demand for changing the urban environment, for bringing it up to the level of European regional centres, for the introduction of new elements (development of cultural services) and for the improvement of the quality of life (N.B.: both cities have entered the competition for the European Capital of Culture 2023 title).

Apart from the development of cultural services, sport services provide an excellent means for changing the urban environment and improving the quality of life. In other words, the development of both the culture

and sport economies is worth the effort.

In their work titled “Sport as a Factor of Recreation and Life Quality Based on the Example of Budapest’s 9th District”, Kornélia Kiss and Krisztina Andrásclaim (pursuant to Michalkó, Kiss, & Kovács, 2009) say that

literature usually refers to the objective and subjective factors of life quality as welfare and well-being, respectively (Michalkó, et al., 2009). Objective factors include the so called perceivable, relatively easily measurable living conditions, living environment and living standards visible for external observers, while the subjective pillar means self-assessment, the level of satisfaction, physical well-being and happiness. (Kiss & András, 2017, p. 2)

Sports and sport developments may contribute to the improvement of both the objective and subjective factors of life quality.

### **The Outputs of International Sport Events**

The triple concept of impact-legacy-leveraging is used as a basis for investigating the consequences of international sport events. During the analysis of the consequences of international sport events, time is an important factor. The events trigger various short- or long-term positive or negative impacts, which lead to positive or negative outcomes. The impacts usually occur randomly and cannot be planned in advance. If the impacts are sustained, the outcomes are called legacy (Taks, Chalip, & Green, 2015). The next level of impacts and legacies is about strategic planning related to the outputsof international sport events. In other words, this is called leveraging or multidimensional effect, which differs from mere legacy planning because it focuses attention on the means to obtain the desired economic, social, and/or environmental objectives through integration of each event into the host community’s overall product and service mix (Chalip, 2014). Legacy planning focuses on the event, while multidimensional impact planning and management focuses on the community and the ways through which it can integrate each event into the urban development strategy of the host city.

### **International Sport Events and City Marketing**

From among the urban development opportunities provided by international sport events, the role of city marketing based on the sport event can be highlighted in addition to the improvement of life quality discussed above (Eisingerné & Gábora 2014). Due to increased media attention, an international sport event offers infinite opportunities for the city to enter the international area or renew or change itscurrent brand image. The most significant indirect impacts of international sport events include the increased recognition of the country/city and the change of its image for the better or worse.

The objective of an event is to attract potential, new tourists and encourage former visitors to return again and again. The impacts of an international event on potential tourists can be achieved in four different communication channels (Preuss, 2004).

An international sport event offers excellent marketing opportunities for the host country, before, during and after the event, since the name of the city becomes one with the given event. It generates major media appearances in all media outlets, on TV, online, and in the printed press alike. A large-scale event can form the participating residents’ and hosts’ opinion of tourism and tourists and hospitality, and national pride may grow due to the successes achieved. The indirect impacts on tourism may also include facilities that will attract visitors in the long run, and will thus become travel destinations. As an excellent example for the use of the above communication channels, Preuss (2004) presents Sydney, where the Australian Tourism Committee

implemented a “guest journalist programme” within the framework of a four-year strategic programme. “The programme cost USD 5 million, but is estimated to have generated an equivalent of USD 1.7 billion for the country” (Chalip, 2003, p. 198).

### **Material and Method**

The material of this study can be divided into two parts. The first part investigates the relationship between the cities of Győr and Székesfehérvár with sport and sport events, and their connection to urban development. The second part of the study presents the opinion of the residents of Győr and Székesfehérvár, the host cities of the European Youth Olympic Festival 2017 and the Gyulai István Memorial Athletics Hungarian Grand Prix 2017, respectively.

Székesfehérvár is the centre of the Central Transdanubian region, the seat of Fejér county and that of the Székesfehérvár district. Its population totals 97,617 (HCSO, 2017). It is one of Hungary’s most developed cities with a stable economy and vibrant sport and cultural life. In addition, it is a major rail and road transport hub.

Since 2014, the Gyulai István Memorial Athletics Hungarian Grand Prix has been organised in Székesfehérvár’s Regional Athletics Centre in Bregyó-köz. The specialty of this international sport event is that it is a unique event initiated by Hungary, and is independent of all international organisations. This means that the organisational rights are owned by Hungary, and the brand of the event is a self-developed brand. Thanks to continuous developments, in 2017 the Gyulai István Memorial Athletics Hungarian Grand Prix became the best one-day competition of the world after the Diamond League competitions.

Székesfehérvár stages this international sport event every year. Due to its growing reputation, Olympic and world champions, role models and future hopefuls take their mark at the competition. This will enhance not only the sport quality of the event, but also its economic and social impacts.

Győr is the centre of the West Transdanubian region, the seat of Győr-Ménfőcsanak-Sopron county and that of the Győr district. It is a major economic, cultural, and sport centre, one of the most dynamically developing cities of the country. It lies on the innovative axis of Vienna-Bratislava-Budapest, and boasts excellent transport connections. Its population totals 129,301 inhabitants (HCSO, 2017). The city of Győr is home to several teams that rank high in national competitions, and there are several successful individual athletes too (in kayaking and canoeing, as well as in rowing). Consequently, the city has outstanding national importance in the sports economy.

Within the framework of the European Youth Olympic Festival held in 2017, as many as 2,503 athletes from 50 countries competed in 10 sports (athletics, cycling, gymnastics, judo, swimming, tennis, basketball, handball, volleyball, kayaking, and canoeing). The competitions were held in eight venues and competitors were accompanied by 770 coaches and doctors, as well as 222 managers. At EYOF, 798 medals were awarded to the athletes in 130 competitions. The popularity of the event is indicated by the fact that 80,000 spectators supported the competitors on the site, and the official mobile application of EYOF was downloaded 9,000 times. The event attracted immense attention from sport consumers (participants and fans).

### **Methodology**

Within the framework of qualitative research, the author conducted an expert interview with Attila Mészáros, deputy-mayor of Székesfehérvár. During the interview, the author collected information about the

relationship between the city and sport, and the role of sport in the city's urban development strategy. Furthermore, within the framework of document analysis, the author reviewed six urban development and sport concepts or programmes.

In Győr, the author conducted expert interviews with the leaders of the city and those of the organising team, i.e., with Dr. Dávid Fekete (deputy-mayor of Győr), Dr. Eszter Domanyik (head of the City Marketing and Programme Organising Department), and with Csaba Simon (managing director of Győr Projekt Kft.), with whom the author mainly discussed the strategic planning of international sport events.

Within the framework of quantitative research, primary data were obtained from and the online questionnaire was completed by the residents of Győr and Székesfehérvár before the start of the events in 2017. The quantitative research concept was developed on the basis of examples taken from international literature (Balduck, Maes, & Buelens, 2011; Knott, Swart, & Visser, 2014; Üngüren, Kacmaz, & Yetkin, 2015).

The author asked the residents of Székesfehérvár and Győr about the impacts of major international sport events (one in each city). The author inquired not about the extent of the impacts, but rather about how the residents perceived them. The main goal of the research was to get information about how city dwellers live through and sense the impacts of international sport events. The author asked for their opinion on these impacts.

## Results

### Székesfehérvár and Sport

During the analysis of the relationship between the city and sport, and during preparations for the expert interview, the author conducted a document analysis. The 2012 amendment of the Sport Concept of the city of Székesfehérvár formulates the basic principle relevant for the topic, i.e., that:

Even as spectators of high level sport events and sport performances we can generate important motivations in our children. Attending high level sport events that meet the needs of the residents fosters the formation of positive personal attitudes towards sport and helps develop a stronger commitment to the locality.

The Sport Concept includes eight points to define the major goals and tasks of the city in the area of sport, in which utmost importance is given to supporting the organisation of sport events.

Within the framework of qualitative research, the author conducted an expert interview with Attila Mészáros, deputy-mayor of Székesfehérvár, who is responsible for youth and sport projects in the city. Sport plays a prominent role in the urban development of the city in terms of social impacts. The city's efforts are based on sport as a community builder. Apart from enhancing cultural life, the objective is to reinforce community experience and the sense of belonging through sport. The experiences that can be encountered by attending sport events or using the opportunities for active participation in sport may improve the residents' quality of life from the subjective perspective. The sport-related activities of the city can be grouped around five pillars.



Figure 1. Sport-related activities in Székesfehérvár. Source: Own research (Máté, 2017).

The city is not involved in the professional management of sport life. It believes that its unquestionable responsibility is to provide the background conditions, the first and foremost element of which is infrastructure.

As a second pillar, the city provides special support to eight sport clubs (ice hockey, basketball, football, handball, athletics, pentathlon, American football, and volleyball). This funding aims to support elite sport and the development of junior athletes.

The third pillar is the Sport Fund set up by the city. Sport associations can apply to the Sport Fund for funding necessary to cover their operational expenses. The fourth pillar comprises actions and programmes promoting engagement in sport, such as Open Sport Halls, city-level student Olympics (which is a local initiative independent of the national student Olympics), sports competitions for old-age pensioners, and the Challenge Day.

The fifth pillar is about supporting the organisation of sport events. These events are implemented thanks to the cooperation among the various sport associations, the high-level sportclubs active in the city, as well as the host city, which provides support. According to the deputy-mayor, the basis for everything is appropriate infrastructure. Sport and sport events can provide recreational opportunities for residents and visitors to the city if they are linked to the entertainment industry. The goal is to make Székesfehérvár a European city, a major factor of which is the development of services and the improvement of the quality of life. These priorities can also be supported by sport. The leaders of the city claim that in addition to culture, sport is a distinguishing factor in the competition among cities, in “rising above the noise”.

In part due to the international sport events, the number of guest nights spent in Székesfehérvár has grown by 40% in the past five years. In the area of tourism, the goal is to make inbound tourists spend more nights in the city. This goal is achieved during international sport events, when the city’s hotel occupancy rate reaches 100%, and nearby hotels at Lake Velence and Lake Balaton also benefit from the increased demand for accommodation.

### **Győr and EYOF**

During the expert interview conducted about Győr and EYOF, the author was seeking information to support the fact that the city applies strategic planning in the area of sport, and that a dominant part of that planning focuses on the organisation of international sport events.

EYOF opened up new opportunities for the city of Győr as a drive for urban development and a catalyst for several construction projects. World-class sport facilities were built (swimming pool, arena, indoor tennis court, Olympic Sport Park). The construction of the Olympic Centre triggered the rehabilitation of an entire district of the city.

Implementation of the international sport event was supported by the state, which included financial support. This created the possibility to implement construction projects—required irrespective of the sport event—with an added objective and adequate funding. In terms of the development of a host city, the implementation of sport facilities and infrastructure developments is of great importance and plays a key role in relation to the long-term legacy of the complex impacts of international sport events.

Based on the expert interviews, two major strategic goals were defined in relation to EYOF: Improving the involvement and commitment of residents for the event and the implementation of the urban development links to the largest possible extent.

Among the solutions and actions designed to improve residents' involvement and commitment, activities reaching out to all generations rise above the rest. These activities included the popularisation of the mascot, reach-out programmes for generations ranging from nursery school children to senior citizens; torch run; flashmob. Another significant activity is the recruitment of volunteers, since the voluntary programme of the event had a great significance. University students could also attend a preparatory course as part of their curriculum.

The other strategic goal that was outlined based on the interviews with the leaders of the city was the creation of links with urban development projects. In the list of opportunities offered by the event-related developments, utmost attention must be given to the advancement of city marketing and tourism. Győr is primarily an industrial city, and the industry dominated its brand image. The goal was to change this image and make it more colourful. The organisation of an international event offered a great tool for this. The second example is the development of sport life within the city, i.e., the renewal of the sport concept. When the city won the rights to host the event, it also renewed its sport concept. Apart from developing the sports participating in EYOF, the development of individual sports was also given more attention in addition to team sports, the typical sports of the city. The third link is infrastructure development. The cornerstone of the strategy of facility development is that the sport facilities were built not for EYOF, but for use after the event. The international sport event was just an opportunity, a means for funding construction projects. The fourth example is that the development of local retail through the international sport event was formulated as an objective for the city. This included the engagement of high street shop owners and their preparation for the event.

### **Major Findings of the Questionnaire Surveys in Székesfehérvár and Győr**

Both questionnaire surveys were conducted a few weeks before the sport events held in 2017. The residents of Székesfehérvár and Győr returned 152 and 806 fully completed questionnaires, respectively.

The descriptive statistics of Székesfehérvár based respondents show that 94 of the 152 respondents (61.8%) were women, while there were 58 male (38.2%) respondents. The average age was 39.2 years. The profile of the respondents in terms of education was the following: 3.9% had primary or lower level education, 28.9% had secondary level education, and 67.1% of the respondents had higher level education.

In Győr together 806 respondents answered all questions of the questionnaire, 61.6% of whom were women and 38.3% were men. Their profile in terms of education (based on three categories) was the following: 7.1% of the respondents had primary level education, 41.9% of the respondents had secondary level education, and 51% of them had higher level education.

In Székesfehérvár 70% of the respondents have already heard of the Gyulai István Memorial Hungarian Athletics Grand Prix, while 29% of them have attended this international sport event as a spectator or supporter. The question "Do you encourage the city to host international sport events?" received a positive response from 88.8% of the respondents. On the other hand, 6% are against it and 5% were unable to decide.

In Győr 99.3% of the respondents have already heard of the European Youth Olympic Festival, while 41.1% of them have attended as a spectator or supporter international sport events hosted by Győr. As many as 71.33% of the respondents are of the opinion that Győr should host international sport events.

International sport events contribute to long-term positive changes in the host city, and the advantages of

international sport events outweigh their disadvantages, as respondents could decide on a five-point Likert scale (fully disagree, largely disagree, neither agree, nor disagree, largely agree, fully agree). These two tables clearly show that in Székesfehérvár 50% of the respondents fully or largely agree with the statement that international sport events contribute to long-term positive changes in the host city. In Győr a similar response was given by 56.7% of the respondents.

Table 1

*International Sport Events Contribute to Long-Term Positive Changes in the Host City*

International sport events contribute to long-term positive changes in the host city				
	Székesfehérvár		Győr	
	Number of respondents	Percentage	Number of respondents	Percentage
Fully disagree	7	4.61%	81	10.0 %
Largely disagree	6	3.95%	90	11.2 %
Neither agree, nor disagree	57	37.50%	161	20 %
Largely agree	20	13.16%	262	32.5 %
Fully agree	56	36.84%	195	24.2 %
Cannot decide	6	3.95%	17	2.1 %
Total	152	100.00%	806	100.00%

Source: Own research (Máté, 2017).

Table 2

*The Advantages of International Sport Events Outweigh the Disadvantages*

The advantages of international sport events outweigh the disadvantages				
	Székesfehérvár		Győr	
	Number of respondents	Percentage	Number of respondents	Percentage
Fully disagree	6	3.95%	91	11.29 %
Largely disagree	6	3.95%	109	13.52 %
Neither agree, nor disagree	60	39.47%	179	22.20 %
Largely agree	27	17.76%	241	29.90 %
Fully agree	45	29.61%	151	18.73 %
Cannot tell	8	5.26%	35	4.34 %
Total	152	100.00%	806	100.00%

Source: Own research (Máté, 2017).

In relation to the statement “The advantages of international sport events outweigh the disadvantages”, nearly 30% of the respondents in Székesfehérvár, but only 18.73% of the respondents in Győr agreed fully.

**Economic Impacts**

The author compiled the 40 statements in the second half of the questionnaire on the basis of the cited studies. The author included 28 positive and 12 negative statements in the questionnaire. The statements can be categorised based on the factor analysis of studies used as benchmarks. Consequently, the statements can be divided into seven categories: economic impacts, including impacts on tourism, infrastructure development, facilities-financial burdens, social interactions, transport, environmental impacts, impacts on sporting habits.

In connection with the economic impacts of the Gyulai István Memorial Hungarian Athletics Grand Prix



(hereinafter: GYIMAMN), seven statements were formulated. As much as 51.3% of the respondents fully or largely agreed with the statement according to which the international sport event makes it possible to implement related construction projects with state funding. The second most strongly supported statement was that GYIMAMN gives a new momentum to urban development projects and stimulates the local economy. The background to these two, most positively judged statements also includes that the venue of the event was refurbished in 2014. The stadium has been hosting the track and field competition since then, and the recreational park in the immediate vicinity of the stadium is also undergoing continuous development. The last place in the ranking of statements is taken by the statement, according to which projects related to international sport events divert funding away from other areas. As many as 20.4% of the respondents fully or partially agreed with this statement, while 36.9% of them largely or fully disagreed with it.

Regarding the economic impacts, the Győr based respondents largely agreed on six statements out of seven. As many as 62.1% of the respondents fully or largely agreed with the statement that EYOF makes it possible to implement related construction projects with state funding. It is a fact that the sport facilities and the related infrastructure required for the event were implemented with state funding. Based on the responses given, the related communication was clear and understandable. The last place in the ranking of statements was occupied by the statement according to which the projects related to international sport events divert funding away from other areas. As many as 40.4% of the respondents fully or partially agreed with this statement, while 27% of them largely or fully disagreed with it.

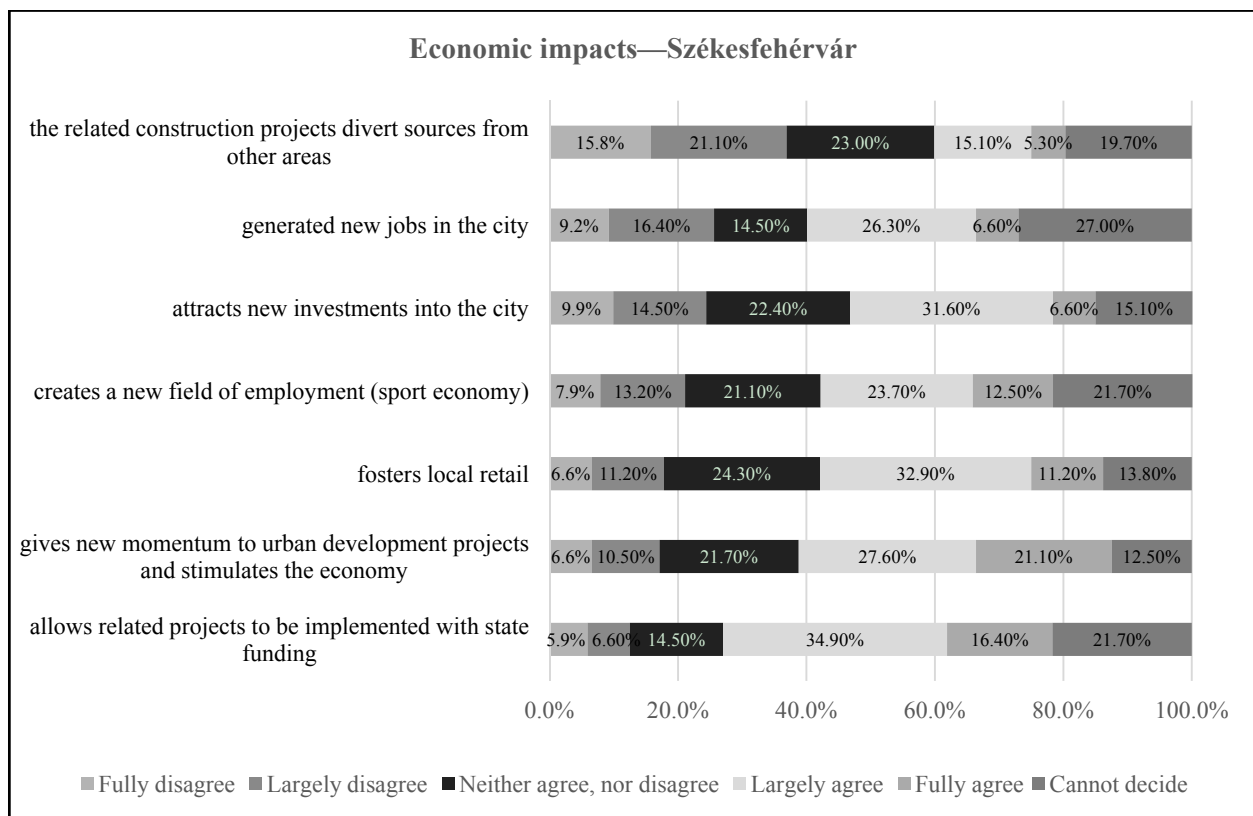


Figure 2. Economic impacts—Székesfehérvár. Source: Own research (Máté, 2017).

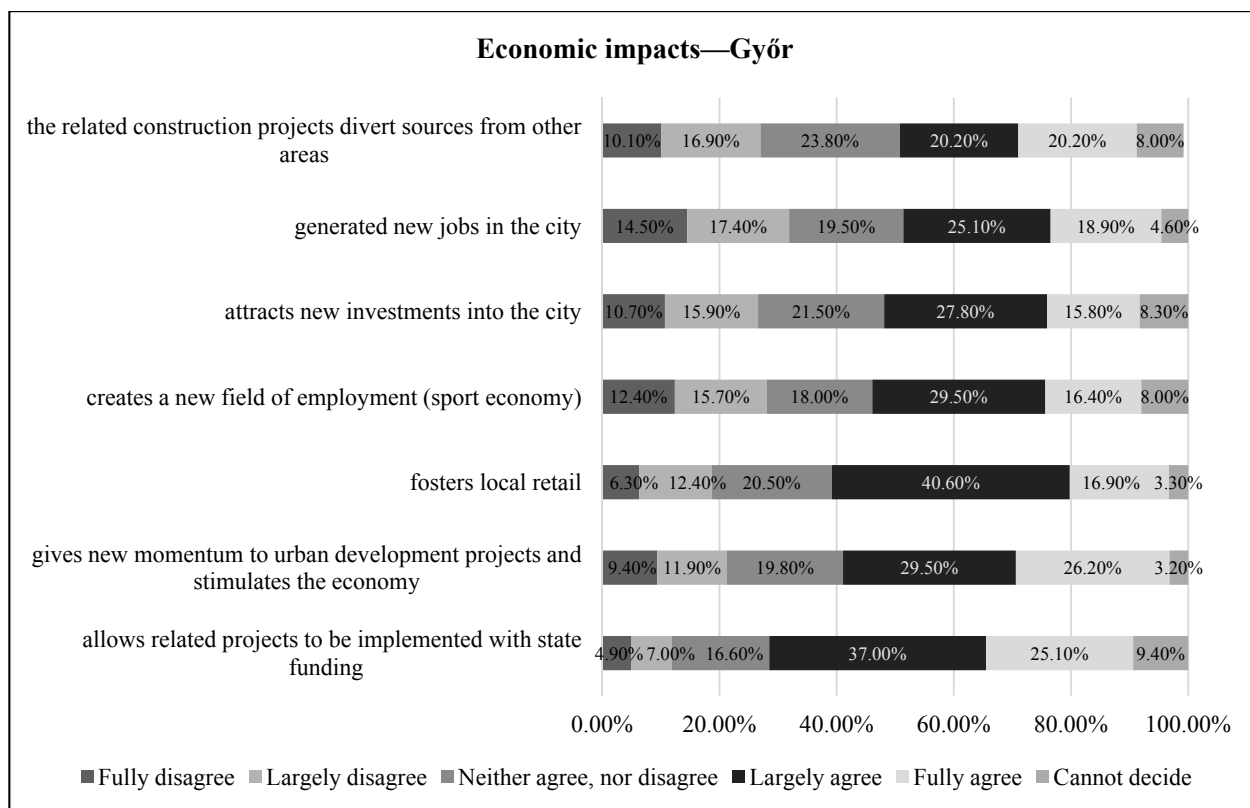


Figure 3. Economic impacts—Győr. Source: Own research (Máté, 2017).

### Impacts on Tourism

During the evaluation of the impacts on tourism, it must be highlighted that 38.8% of the respondents fully and 34.2% of them largely agreed with the statement that the event serves as an advertisement for the city of Székesfehérvár. This means that in total 73% of the respondents considered the event positive from this aspect.

In Győr 42.6% of the respondents fully, while 31.3% of them largely agreed with the statement according to which the event served as an advertisement for the city of Győr. This means that in total 73.9% of the respondents consider the event positive from this aspect.

In Győr the second most positively valued statement was that the international sport event, i.e., EYOF provided an opportunity for the city to become internationally known. As many as 43.1% of the respondents agreed fully, while 30.5% of them agreed partially with this statement, which means a positive feedback from a total of 73.6%.

The respondents in Székesfehérvár were also positive about the statement that the event increases the city's hotel occupancy rate and provides an opportunity for the city to become internationally known. In both cases, 71% of the respondents fully or largely agreed with this statement.

Respondents least agree with the statement that the sport event crowds out general, conference and cultural tourists coming to the city (73.1% of them fully or largely disagreed). It must be noted here that according to the expert interview, the city's hotel occupancy rate reaches 100% in the summer, especially at the weekends, and such an event will also bring guests to the easily accessible Lake Balaton and Lake Velence. In Győr as many as 42.6% of the respondents fully or largely disagreed with this statement.

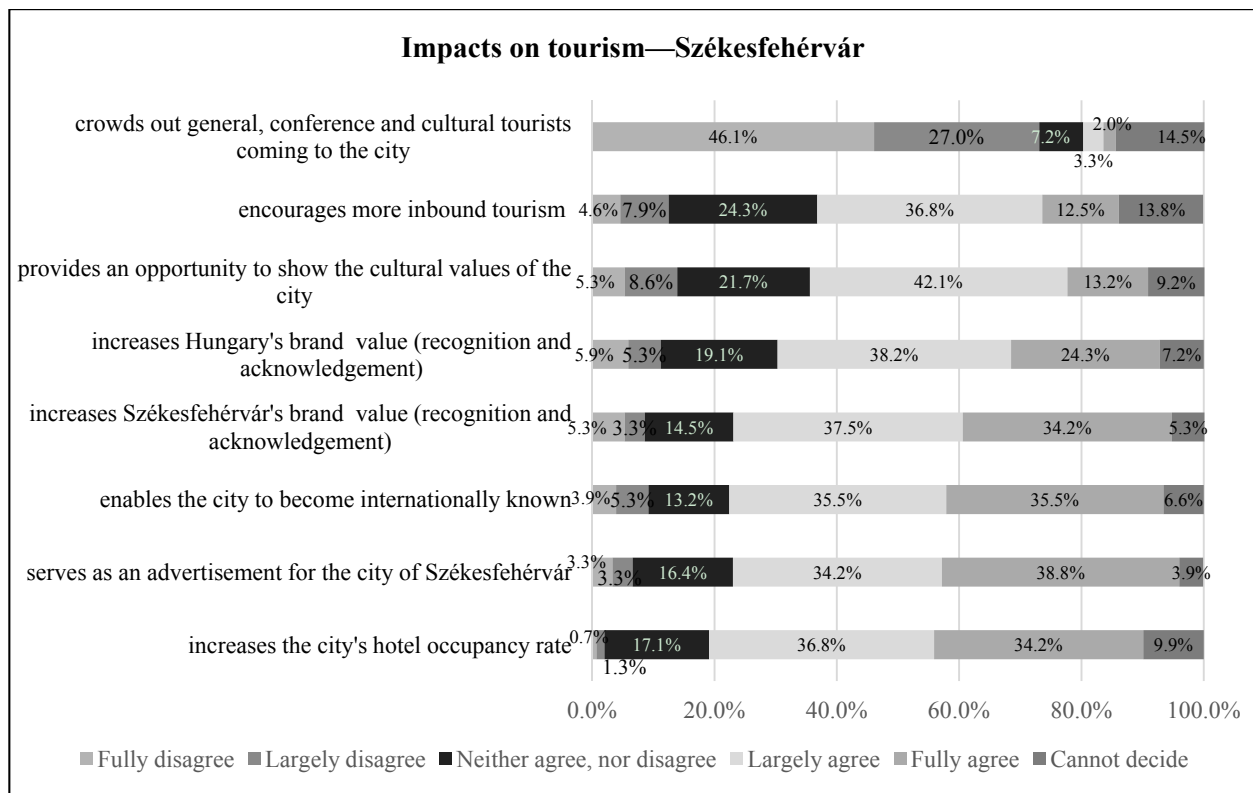


Figure 4. Impacts on tourism—Székesfehérvár. Source: Own research (Máté, 2017).

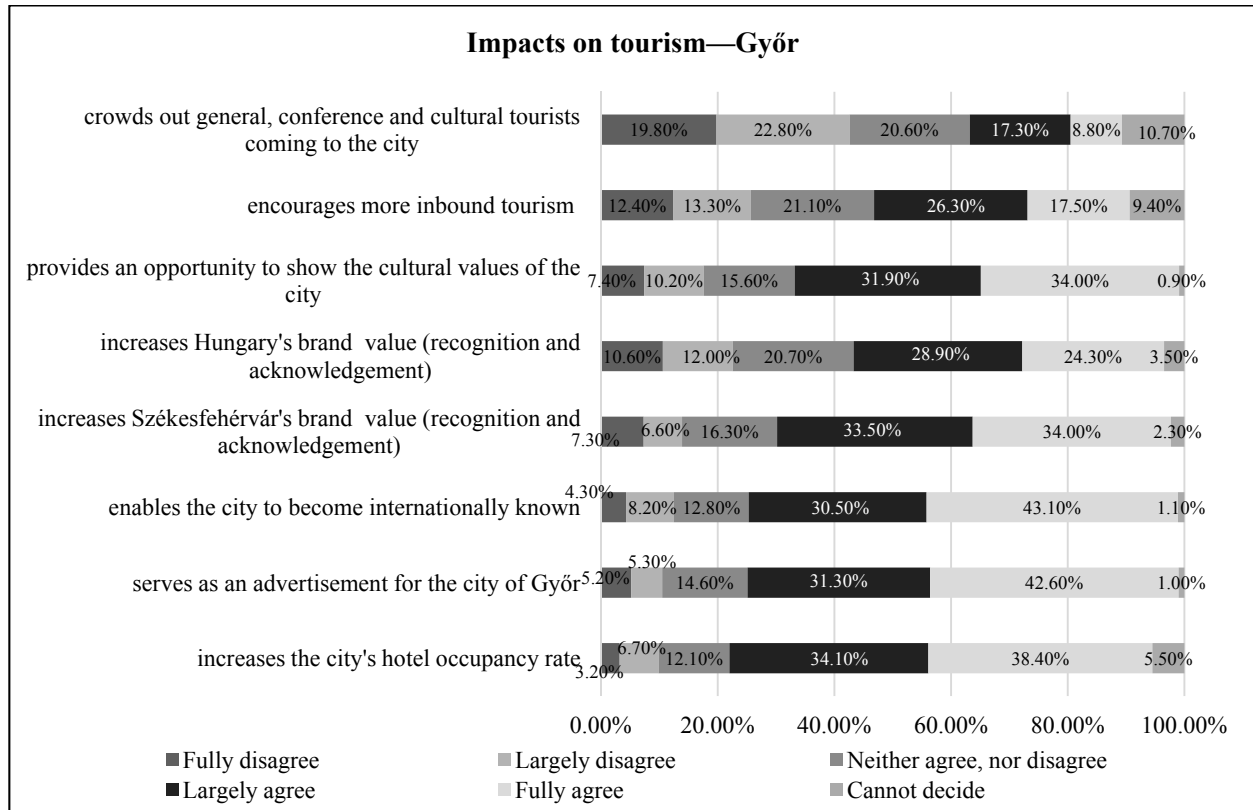


Figure 5. Impacts on tourism—Győr. Source: Own research (Máté, 2017).

### **Social Interactions—Sporting Habits**

In the case of statements on social interactions, respondents in Székesfehérvár agreed fully or largely with the statements that international sport events enhance social life (58.6%) and increase the pride of city residents (68.5%). The most accepted statement is the same in Győr (61.20%). However, in the second place 57.2% of the respondents fully or partially agreed with the fact that international sport events increase the value of voluntary work. In fact, as the expert interviews revealed, one of the strategic objectives of the EYOF project was to emphasise the value of voluntary work through the involvement of an exceptionally large number of volunteers.

In connection with the impact on sporting habits the residents of Győr mostly agreed with the statement that the international sport event encourages young people to do sports (largely agree: 34.3% and fully agree: 17.7%)

In Székesfehérvár the responding residents were of the opinion that the international sport event encourages young people to do sports (largely agree: 40.1% and fully agree: 28.3%), introduces new sports to residents (largely agree: 40.8% and fully agree: 23%), and enhances sport culture and sport awareness.

From the theoretical approach, it is an interesting finding that the respondents least agreed with the statement according to which GYIMAMN improves the quality of life for the local residents. Altogether 23.7% of the respondents agreed fully or largely with this statement, while 42.2% of them fully or largely disagreed with it.

In Győr 23.2% of the respondents fully or largely agreed with the statement that EYOF improved the quality of life for the local residents, while 49.3%, i.e., almost half of the respondents fully or largely disagreed with this statement.

In Székesfehérvár 34.2% of the respondents largely, while 12.5% of them fully agreed with the statement according to which the sport event encourages people to lead a healthy lifestyle. The statement was judged positively by a total of 46.7%, while 21.1% of the respondents fully or largely disagreed with it.

In Győr 22.3% of the respondents largely, while 11.8% of them fully agreed with the statement according to which the sport event encourages people to lead a healthy lifestyle. The statement was judged positively by a total of 34.1%, while 34.9% of the respondents fully or largely disagreed with the statement.

### **Summary**

The author will summarise the study on the basis of the following three determining factors: (1) international sport events, (2) host cities, and (3) the residents' opinion.

Being Hungary's first Olympic, multisport event EYOF (the European Youth Olympic Festival) opened up new possibilities for the city of Győr as a drive for urban development and a catalyst for several construction projects. World-class sport facilities were built (swimming pool, arena, indoor tennis court, Olympic Sport Park). The construction of the Olympic Centre triggered the rehabilitation of an entire district of the city. In Székesfehérvár the Gyulai István Memorial Athletics Hungarian Grand Prix is a single-sport, one-day athletic competition. It was born from a Hungarian idea, and it aims to put Hungary back onto the map of international athletics and further improve the popularity of this sport in Hungary. As it can be seen, there are significant differences in the underlying factors of these two international sport events.

However, there are several similarities between the host cities, Székesfehérvár and Győr, in terms of population, economic potential and dynamic development possibilities. The objectives of the cities are also

similar: Becoming a European city, improvement of the quality of life for the residents and the need for the development of services are of utmost importance for both cities. In connection with sport-related tasks, the development and operation of sport facilities are equally important for both cities.

While the sport events largely differed from each other, the opinions of the residents of these similar cities were compared in the area of economy, tourism, and social interactions.

In connection with the economic impacts, most residents of both cities agreed with the statement according to which the international sport event makes it possible to implement related construction projects with state funding. On the other hand, disagreement was the strongest about the statement according to which the projects related to international sport events divert funding away from other areas.

The residents of the two cities were of similar opinions regarding the impacts on tourism too: They mostly agreed with the statement that the sport event serves as an advertisement for the city. In the second place, they agreed with the statement that the international sport event enables the city to become internationally known. They least agreed with the statement that the sport event crowds out general, conference and cultural tourists coming to the city.

In connection with the statements related to social interactions, the respondents in Győr strongly agreed with the fact that the international sport event triggers a rise in the value of voluntary work.

In the investigated cases, responses to the statements yielded similar results despite the difference in the events and in the cities. Based on these results, one can define which impacts of the international sport events are fundamentally viewed positively by the residents of the two cities. Such impacts include, for instance, that related construction projects are implemented with state funds instead of city funds. In the case of tourism, respondents see international sport events as an opportunity to advertise their cities. The international sport events make the responding inhabitants proud and this in turn boosts their social life.

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