

SOCIO-ECONOMIC ASPECTS OF THE “ELITE” LEISURE SPORTS AND SPORT TOURISM IN HUNGARY

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The goal of the study is to observe the consumption of four elite-called leisure time sport activities (sailing, golf, skiing and tennis) in Hungary, during travels and staying at home, within the recreational zone. Authors compared these leisure activities following the four sport tourism dimensions: geographic environment, participation of the consumers, type of sport activity and motivations of tourists, and many more minor variables related to these dimensions. Based on these variables some of the sport activities found typical as generating foreign travels among Hungarians, such as ski and partly golf, but others, like sailing, and golf meant mostly domestic travels towards the lakes of the country. Meanwhile, tennis was taken rather recreational leisure activity among these sports. Authors also made comparison between the cost of these amateur level done sport activities and their popularity, so they observed the number of their followers as well as on the length of their season, just to name a few. They also weighted the socio-economic sensitiveness, and ranked them by their cost of the initial investment of the equipment, and annual costs of activities and finally their total costs.

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The paper finally states that these leisure sport activities should be taken as luxury ones for average Hungarian households, no matter, if quite a few costumers travel with any of these activities as a purpose, such as active or passive sport tourists.

Key words: *leisure, sport, tourism, recreation, socio-economic aspects*

INTRODUCTION

Breaking free from urban existence has long been one of the most important motivations of tourism, so physical activity itself or sport is the potential gain, the reward of the individual, as the fulfilment of the desire for a healthy way of life, temporarily getting rid of the stress-laden ordinary days. By the 1990s thus a considerable attention was paid to this field by sport and tourism studies, on the one hand and academics, on the other hand, which made some governments work out sport tourism strategies (Gibson, 2006) and organise mega-events in sports (Bhatia, 1991; Chalip and Costa, 2006). As a result of this rapid process, according to WTO (1994), sport tourism was the fastest growing sector within tourism until the late 20th century, with some 8-10% annual growth occasionally.

The start of the existence of sport tourism is dated back to the first ancient Olympic Games by most researchers (Finley and Pleket, 1976; Zauhar, 2004; Weed and Bull, 2009; Hudson and Hudson, 2010), when sportsmen or spectators visited the former Greek polis with the motivation to participate or to simply watch the games. Already at that time this referred to a sport-oriented primary motivation and the use of related touristic services, i.e. the use of a complex tourism product (Zauhar, 2004). The sport events that were not organised for centuries, due to the storms of history and have been regularly held again since the late 19th century have become by now events moving tens of millions of people all over the world, but surveys focusing on the impacts of sport competitions on tourism have a relatively little history, as opposed to the researches on traditional 3S tourism (Mitchell, 1983; Hinch and Higham, 2001; Hall and Page, 2002; Gibson, 2006).

LITERATURE REVIEW

The definition of sport tourism in literature, similarly to other disciplines, is problematic, sometimes contradictory (Pigeaussou, Bui-Xuan, and Gleyse, 2003), because some focus on performance-orientation and comparability (Hinch and Higham, 2001; Hudson, 2003; Robinson and Gammon, 2004), but there is a general consensus by the academics that sport tourism can be divided into an active and a passive part (Hall, 1992; Standeven and DeKnop, 1999; Hinch and Higham, 2001; Weed and Bull, 2009). A third feature enlisted by Redmond, (1990, 1991) is nostalgia, on the basis of which Gibson (2006:2) defines sport tourism as follows: “Leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities (Active Sport Tourism), to watch physical activities (Event Sport Tourism), or to venerate attractions associated with physical activities (Nostalgia Sport Tourism)”. In the view of Gibson (2003, 2006) we should not exclude those tourists, either, who visit a destination with competitive motivations, but still for the pursuing of an active pastime – such as rafting, skiing or diving –, leaving their place of permanent residence, or who may visit museums of sport heritages. Standeven and DeKnop (1999) too consider all active and passive forms pursued far from home as sport tourism, whereas Weed and Bull, (2009) interpret sport tourism more as individual interactions among activities, people and the place. Still others (Nogawa, Yamaguchi, and Hagi, 1996) vision transferability in the case of certain conditions – e.g. existence of cultural sights – between sport tourists and city sightseers, presuming the expanding interest of the former. By the use of the demand model of applied tourism he came to the conclusion that sights of interest in the proximity of the tourism destinations visited play a key role in making sport tourists return. Hudson and Hudson, (2010) drew similar conclusions from the summary of the theoretical works of the researchers mentioned above, but they define sport tourism in a more sophisticated way than Gibson (2006) does, also taking recreation into consideration: sport activities done far from home or with competitive motivation, the visiting of an amateur or professional sport event (Fotiadis, Vassiliadis, and Soteriades, 2016; Fotiadis, Vassiliadis, and Yeh,

2016; Fotiadis, Xie, Li, and Huan, 2016) and attendance or other sport attractions like the Hall of Fame or a water park. This definition too omits the specification of the duration of stay.

The examination of the participants in sport tourism can be approached in four dimensions, depending on whether the research focus is the motivation, behaviour and needs of the consumers or the composition of the supply (Puczkó and Rátz, 2002). Accordingly, we can research the geographical environment (touristic–recreational activity), the type of the sport activity (competition sport – mass sport), the participation of the consumers (active–passive) and the motivations of the tourists (primary–secondary), depending on whether in the travels generated by the respective sport activities the attractions are capable in themselves of pulling the tourists to the given destination (primary motivation) or not. The latter are the secondary motivations that are not enough in themselves to make tourists leave their place of residence, but make a significant contribution to the expansion of the touristic supply. The interest of the passive sport tourists in mostly professional sports can be induced in the opinion of Smith and Stewart, (2007) by the affection to a sportsman or a team, and also national belonging (national team); or this long-term relationship can even lead to the appearance of nostalgia for a club or a company as a strong emotional tie (Fairley and Gammon, 2006).

Higham, (2006) draws attention to the favourable impact of sport tourism on the touristic season, as the championships of the most popular and most watched team sports have a significant contribution to the decrease of seasonality, but climatic and other geographic factors also impact the penetration of open-air activities in space and time.

The economic development of the recent decades had a great impact on sport tourism as well, as considerable amounts of investments were made in sports in this period, and the interrelationship of sport and socio-economic resources appeared at local (municipal), national and international level (Kozma, Teperics, and Radics, 2014). An excellent example for collaboration at national level is the organisation of so-called mega sport events (e.g. summer Olympic Games), but also in tourism marketing and regional destination management there are several examples for the introduction of the country and the region, in addition to the location

of the sport events (Harrison-Hill and Chalip, 2006). The chance to create a brand linked to destination image and sport event(s) has awoken the interests of some governments as well (Chalip and Costa, 2006; Weed, 2006; Deery and Jago, 2006; Küçükaltan & Pirnar, 2016), and so the development of sport tourism can take place in existing significant touristic centres but also in areas outside the tourism sector for the time being – industrial or agricultural areas (Silk and Amis, 2006).

So far we have discussed sport activities related to travel, but we also have to mention recreational activities within our everyday spatial tracks that do not require the booking of accommodation. The issue has been studied by some, especially its complexity: a total of active and passive functions (Slak Valek, Jurak, and Bednarik, 2011; Kiss, 2013; Slak Valek, Bednarik, Kolar, and Leskosek, 2015; Valeri, 2016). The correlations of the trio of leisure, tourism and recreation have been examined, among others, by Hall and Page, (2002) (Figure 1), who found in their model that in addition to work, rest (both active and passive) is a necessary central activity. One segment of this, coinciding with travel, is tourism, the other segment void of travel is recreation, and the third, small common section is travel with recreational purposes. The model contains novelty inasmuch as it demonstrates travels related to work and recreation, their types, and also the relations of tourism, recreation and leisure to each other. Freysinger, and Kelly, (2004) emphasised, but did not define the way and duration of leisure time, while Kimmelman, (1974) saw travel as the most intensive way of passing leisure time.

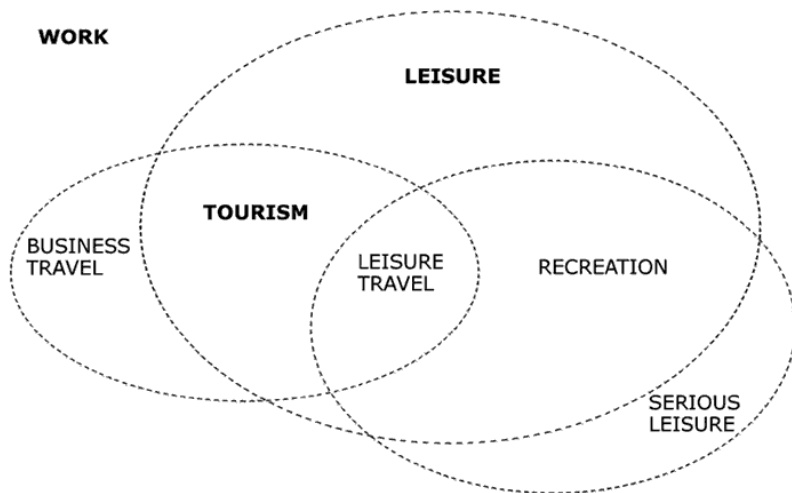


Figure 1 Correlation among rest, recreation and tourism
Source: Hall, and Page, 2002

International literature on recreation, however, uses a much broader interpretation, but a definition not unequivocal by far, because it may cover any – already mentioned – physical, sport, intellectual, spiritual activity that serves the inspiration and recreation of the individual and increases his/her wellbeing, irrespective of the distance from the place of residence and the use of accommodation (Hinch, Jackson, Hudson, and Walker, 2006).

Although this paper does not deal with all leisure time activities, it indicates that the sports analysed here are only a small part of the former. Leisure time sports in the categorisation of Torkildsen, (2005) and Long, (2007) include physical activities that require active effort of the body; they are activities pursued in leisure time, voluntarily and without constraint, done in non-competitive situations, with the aim of the achievement of freshness of the body, mind and spirit, and they become part of the healthy way of life.

In the definition of leisure time activities, valuable achievements were made in the fields of social correlations (Jarvie and Maguire, 1994), economic examinations (Gratton and Taylor,

2000; Wilson and Joyce, 2008) or the management of these activities (Robinson, 2003).

The goal of this paper is the demonstration of the impact of four leisure time sport activities considered as elite sports in Hungary (sailing, golf, skiing and tennis) on tourism and recreation. The authors examine whether there is a significant difference among the respective sports from the aspect that some of them can be seen as the consequence of primary travel motivation (sport tourism), while others as regular, short – often intra-municipal – movements with recreational purposes. They also seek the answer to the question, whether there is a correlation between the investment costs and the popularity of the respective sports. Finally, the paper briefly examines the exclusivity of the sport activities by ranking them by the investment costs for their regular pursuit at amateur level, the costs of the equipment, the annual costs of the activity and the depreciation of the equipment.

METHODOLOGY

As the secondary methodology basis of the paper, international definitions of the concepts serving as the theoretical framework of the study were compared (sport tourism, leisure time sport, recreation etc.), as it is important to have compatible terminologies (professionals living from sports not part of this paper). The data collection of the qualitative research was done in the form of structured in-depth interviews – with the same open ended questions - about the four sport activities with professionals. During the survey the authors made sure that they asked the respondents structured questions required by the theory (John and Lee-Ross, 1998). Representatives who had expertise and experience were asked, including several club leaders, owners, rental services and sport associations, who all have an insight into the trends of sport activities and the changes of the demand. Besides them, the research was assisted by representatives and owners of the mediating sector (tour operator, travel agency). In most cases the experts asked were actually fans of the sport, having an insight to the topic as users as well, like e.g. the owner of the only Hungarian golf tour operator, who does not believe and use statistics. In addition, one of the authors had made a quantitative survey on the sport activities of the

Hungarian population done at home and when travelling – the findings of this research were also used. That survey used SPSS ANOVA variance, factor and Pearson Chi-square analysis were carried out regarding the golfers' behaviour (Beerli and Martín, 2004; Nella & Christou, 2016).

The selected 4 leisure time sports (sailing, golf, skiing and tennis) are activities treated as elite sports in Hungary. The survey did not set as a goal to analyse all sports available in Hungary, it only focused on individual elite sports whose judgement is often debated: the cultural and social acceptance of the respective sports varies. It is evident that the comparison of sports different from each other is a hard task, even with hard methodological restrictions, as is the measurability of their achievements (e.g. fan base, facilities, length of season). The research, besides defining the touristic or recreational significance of the respective sports, focused on the socio-economic roles, the impacts and also the financial costs of the respective sports, i.e. the initial investment costs. In addition, it also evaluated how expensive it is to pursue the respective sport, including e.g. the costs of training necessary for the acquisition of the sport and the personal development of the sportsperson, occasional club memberships and licences, costs of depreciation, costs of travel to and back from the place of the activity (average cost per kilometre calculated with the Hungarian fuel prices), and all other expenses specific for the respective sports (e.g. insurance, ski ticket, fee for the rent/use of the track, green fee etc.).

One of the most serious limitations of the research is that there is no data supply and collection obligation in any of these sports, in addition, there is practically no information on services used privately. Accordingly, most data the authors used are based on calculations or are partial data.

On the whole, it became clear that there is a need for national level surveys including the service providers of the respective sports, both as regards the development of the sports and the services. This should be done by the coordination of the sport associations of the respective sports. All these are worded as recommendations: there is a need for the complete survey of the supply side, on the one hand, and for extended examination of the demand, on the other hand.

RESULTS

According to a survey of Eurobarometer (2015), sport-related activities are primary motivations in only 8% of travels by Hungarians, which is only two-thirds of the EU 28 average (12%). This means that in an international comparison the Hungarians are less active in the field of sports and physical pursuits than the average. As the survey of the Hungarian Tourism Inc. about the travels of the Hungarians do not contain specifically sport- and physical activity related data, they only appear in aggregate statistics (in the categories called holidays, cultural and sport events), we had to rely on other surveys when examining the four sport activities in our focus.

Following the theory of the four dimensions of sport tourism (Puczko and Rätz, 2002) we have to place them in the geographical space first. According to Kiss, (2013:71) Hungarians typically pursue “activities in the weekdays that do not require substantial investment, which are primarily physical activities promoting recreation, refreshment and the preservation of health” (Figure 2).

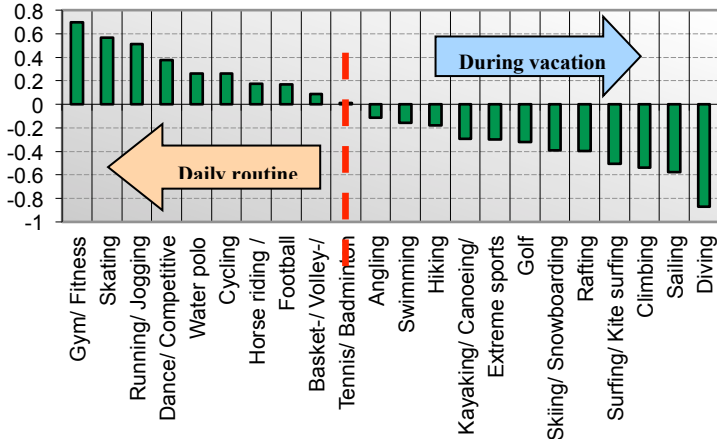


Figure 2: The physical leisure activities of Hungarian people at home (daily routine) and during their holidays

Source: Kiss, 2013:75

In the case of Hungarians, it has been proven that golf and ski are primarily physical activities linked to travels, which is in part due to the quality supply and climatic conditions available abroad, and also to the small number of golf courses and ski slopes in Hungary. Although, the golf courses are sufficient to satisfy the current demand, they cannot ensure variety, and cannot make up for the experience provided by new courses. In addition, playing golf is a seasonal opportunity and the sport belongs to activities that motivate travelling, due to being totally inaccessible or hardly accessible in the home country. Such activities include: skiing and sea sailing (Figure 2). Sailing is mostly targeted at domestic lakes and domestic travels, especially Lake Balaton. This can mostly be explained with geographical factors. Hungary has no coastal resort areas with a pleasant climate and clean waters, or high, snow-sure mountains. Golf as a daily, routine physical activity is negligible in the sample, and the proportion of golfers to the entire population also falls short. On the other side of the picture, tennis is a neutral sport activity, which is as popular during vacation as for people doing it at home, mostly on regular recreational basis (Kiss, 2013).

It is evidently the volume of skiers travelling abroad that is the largest among all leisure time travels examined. Only to Austria, 599,245 Hungarians travelled in 2012 and spent a total of 1,016,034 guest nights there (HSF¹). Other popular countries include Slovakia, Italy and France, the latter two representing premium category. Significantly less people travel abroad to play golf, mostly before or after the season. Figure 3 indicates which destinations are the most popular for Hungarian golfers. It is striking how popular the developing golf centres in the south and the neighbouring countries are, and how few people visit traditional – mature – golf destinations (British Isles). There is no connection between the golf supply and the golfing community of the countries visited (population per golf course). The influencing factors are rather the price/value ratio and the pleasant climate (Kiss, 2013). Quite a lot of group tours are organised by golf Pros (and or by tour operator in packages), taking their students with themselves to the Southern coasts. As regards sailing, very few travel abroad with this purpose, with the Adriatic Sea being the most popular destination, where many have their own sailing boats. Sailing generates much more domestic travels whose index is impossible to estimate, as most people involved in this

activity sleep on their own boats or holiday homes and so, do not appear in official tourism statistics. There are no sportsmen in Hungary who travel abroad with tennis as the main motivation, apart for amateur players in tournaments.

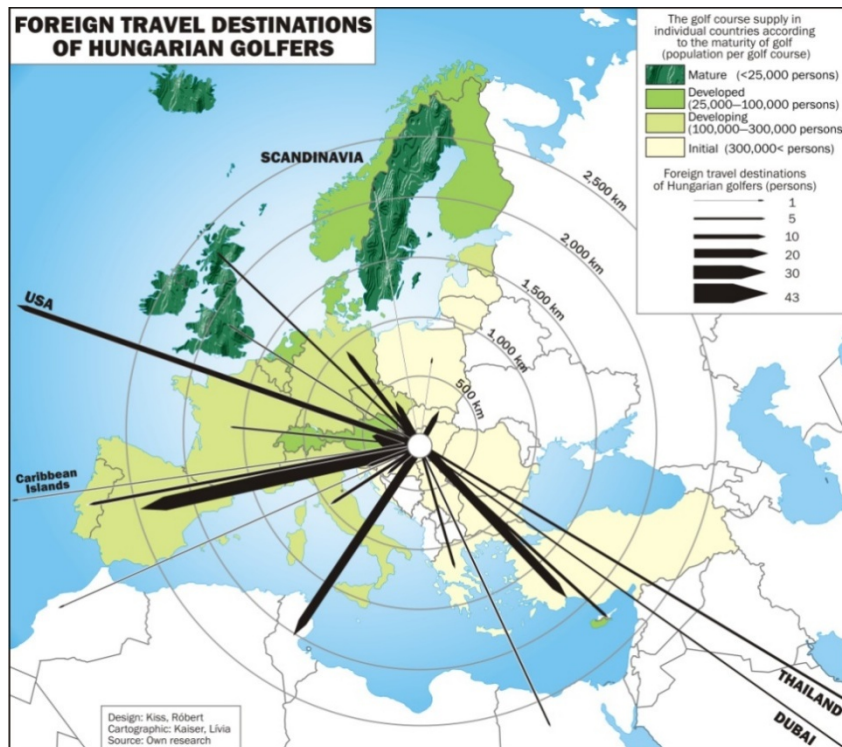


Figure 3 Foreign travel destinations of Hungarian golfers
Source: KPMG 2010, own research 2013

It is difficult to demonstrate the number of people arriving at Hungary with sporting motivations, as Hungary is not an international destination in any of these sports. Apart from amateur competitions, not one of the four sports attracts significant numbers of inbound tourists, and the associations of the respective sports do not have data about it, either. The data provided by the Hungarian

Golf Federation (HGF) is only an indication: the players coming for the several-day competitions organised by the Federation spent a total of 1,039 guest nights in Hungary, while the members of the junior national team spent 880 guest nights at 19 destinations abroad (2015, HGF).

In the case of golf, the little time available for the regular pursuit of the activity does not allow the departure from the place of residence, which in many cases results in movements within the boundary of the municipality. At the same time, in skiing or sailing the regular pursuit of the activity in the settlement of the sportsman is hardly possible in Hungary, the only exception may be the owners of the ships who live on the shore of the lake where the ship is berthed. The most typical recreational activity is tennis; it is the most easily available often within the same municipality, several times a week.

The endowments of the geographical environment strongly influence the location, popularity and availability of the leisure time sport activities. Golf has a season exceeding six months, and the season of lake sailing also reaches half a year. The length of the season and the frequency of the pursuit of sport reflect the interest in, and popularity of the respective sport. The data of *Table 1* do not prove that activities with longer seasons also have largest fanbases, maybe golfers are exception from this, just because of the need for significant infrastructure. The shortest of the seasons is that of skiing, due to the Hungarian physical geographical endowment, and even this short three-month period is more typically used in potential nearby destinations than in Hungarian ones, despite their considerable progress in the recent years. Skiing certainly means a travel abroad, due to the lack of ski slopes at adequate height and with ample infrastructure and accommodations in Hungary. Within Hungary skiing can be seen as excursion and not as tourism. Tennis, on the other hand, is a sport available all year round, due to the indoor facilities.

Table 1: Seasonality of elite sports in Hungary

Sports	Geographical environment, demand	Number of (elite) sportsmen (persons)	Length of season	Frequency of pursuit of sport (times)
sailing	water, shore	8,000-100,000	5-6 months	10-15 times a year
golf	need for water	1,500	6-7 months	20-30 times a year
skiing	high mountains	cc. 500,000	3 months	2 weeks a year
tennis	consumer market	cc. 200,000-300,000	all year	2-3 times a week

Source: by the authors, using the data provided by sport federations, 2016

Note: the number of those doing sailing is hard to estimate; 8,000 people have sailing certificate, but many more are sailing occasionally

The same applies for golf, however, in this statistics only the registered ones' appearing

As regards geographical location, we have to remark that there are activities which require all-year regular commuting to the sport field within the same settlement (e.g. tennis), and there are also ones that can only be pursued with certainty abroad, due to climatic (and orographic) factors (like skiing, sea sailing and golf).

When examining the frequency of the activity, one has to take into consideration, if the time demand the respective sport exceeds that of other sports. In Hungary there are leisure time sports definitely built on urban environment, like tennis clubs and executive golf courses, on the other hand there are sports whose venues are located far from the places of origin – e.g. Budapest –: for sailors it is Lake Balaton, for skiers the Alpine mountains, for golfers the 18-hole courses. The data of *Table 2* reveal that the least frequently pursued sport is the most expensive one (sailing), explained, in addition to distance, by financial reasons. This is followed by golf that also requires travels to non-local venues. Skiing is an activity done even more rarely, but more intensively. Despite its season that only lasts for a few weeks, the largest number of people participate in this

activity, despite the distance. Tennis is played 2-3 times a week, making it the most regularly pursued leisure time sport activity (done without travel) among the sports in the survey.

Lack of time may also make a sport seem expensive, as in certain cases doing the sport requires several hours. In the case of sailing e.g. the time needed for the activity cannot be forecasted, as it depends on wind; also, playing the total an 18-hole golf course may take 5-6 hours on the average. The daily or weekly ticket of skiers means an all-day activity in the respective few days or weeks. On the other hand, a tennis ticket only allows specific hours for the sport. Adding the time of travel to the doing the sport we can calculate with half-day or all-day activities, relaxations, which in many respects is a luxury in the lives of several families, especially, if the activity as a hobby is done regularly. Those families that can afford regular elite or premium sports often adjust their lifestyle to the sport activity: daily routines, paid holidays are dependant on the seasons of the sport.

Table 2: Number of sportsmen and frequency of the activity pursued in Hungary

Sport	Equipment + costs for 1 year (in €)	Number of (hobby) sportsmen (persons)	Duration of one game	Frequency of pursuit of sport (times)
sailing	14,200	8,000-100,000	wind dependant (few hours – all day)	10-15 times a year
golf	2,400	1,500	5-6 hours*	20-30 times a year
skiing	2,050	cc. 500,000	all day daily/weekly ticket	2 weeks a year
tennis	1,700	cc. 200,000-300,000	monthly ticket	2-3 times a week

Source: by the authors, using the data provided by sport federations, 2016

Note: the number of those doing sailing is hard to estimate; 8,000 people have sailing certificate, but many more are sailing occasionally

The same applies for golf, however, in this statistics only the registered ones' appearing

The annual net income of a 2 adults, 2 children Hungarian family is €1,000 (HCSO, 2015)

* In case of an 18-hole course

Following the dimensions of sport tourism, it was worth looking at other related research questions, like how much the leisure time sport activities are mass sports and how large a fanbase the respective sports have. It should also be examined how long the season of the respective activities is in Hungary, and how frequently the sports can be pursued; what factors influence the pursuit and popularity of the sports; if expensiveness holds people back, i.e. the more expensive a sport, the less people pursue it and vice versa, or there is no cause and effect relationship and so popularity of the activities is determined by something else. In the possession of all this information we can judge how the respective leisure time activities are expensive, inaccessible and unaffordable, whether they are actually as luxurious as seen by the decreasing society.

The data provided by the associations of the respective sports show an extreme breakdown of the pursuers of the sports (*Table 2*). *Table 2* points on that making generalisation have to do carefully, thanks to the size difference (333 times!) of the population of each sport, which is a massive bias. There are, registered sportsmen can use the fairways and greens, the ship and the water in golf and sailing, to some certain extent skiers can also use the given slopes, but there is no such limit in tennis. That activity does not need any certificate. In case of sailing it is enough to have one person on board with sailing certificate, all others are passive participants in sailing (HSF²), but in golf a good knowledge is required for using the course. It is a fact, that the number of registered golfers has not increased in Hungary in the recent years (HGF, 2015).

As regards the second dimension of sport tourism one has to make it clear that the survey only included amateur sportsmen who pursue the sport in their leisure time, more or less regularly,

they sometimes compete at amateur level, but do not live from sports, as opposed to professional players.

A closely related issue to the ones above is the *third dimension of sport tourism*, where the travellers with sport motivations are either active participants or passive spectators (sportsmen or supporters), depending on the physical participation. So one can talk distinguish domestic or outbound ski, golf and sailing tourism, where physical participation matters. Of course there is a smaller volume of passive ski and golf tourists, who are spectators of competitions.

As regards the passive tourism of the 4 sports examined, in each case there are sport friends with this motivation, watching a sport event or visiting a sport facility. On the whole, it is true, though, that it is only tennis courts, which – coming from their size – can be surrounded by spectators and so the sight is an exclusive experience for the sport fan, the passive sport tourist.

The fourth *dimension of sport tourism*, i.e. the fact that sport travel can be a primary or secondary motivation, is closely related to the previous ones. Hungary is not considered as a skiing destination at all and the country is also negligible on the international market as a golf destination; it is only a known destination for Europeans in lake sailing tourism. Accordingly, the pursuit of the examined activities is not a primary motivation for inbound leisure sportsmen.

In the case of outbound tourism, on the other hand, the attendance of ski and golf destinations by masses or significant numbers of Hungarian travellers is a proof for the existence of primary motivation.

As regards the annual costs of the respective sports, the following statements can be made. We had to look at the initial investment costs of equipment for the respective leisure time sport activities (*Table 2 and 3*), as they are a necessity for the pursuit of the activities. On this ground sailing is by far the most expensive, it requires the largest investment.

Experts say that the price of a new 24 feet ship (type Balaton 24), most typical on Lake Balaton is € 6,000, which exceeds by far the cost of any other sport equipment, and due to its absolute value the maintenance costs are also high, although, much less than the costs of the initial investment. The expenditure of € 12,000 can be further increased by the type of equipment. Starting golf costs

approximately € 900 (golf set, bag, clothing, shoes and accessories), followed in the rank – of equipment costs – by skiing, as skiers need to invest € 600 in their favourite activity, by and large the same amount as those who want to do the ‘white sport’, tennis (equipment: clothing, shoes, racket, accessories).

The purchase of the sport equipment is only one of the indices, which can be evaluated from many aspects, but should also be compared to the annual costs of pursuing the selected activity (*Table 3*). While the differences among the costs of the initial investments may be twentyfold, the annual maintenance costs can only be double. The items include travel costs calculated with depreciation and fuel costs, which are extra expenses incurred in all of these activities, making a significant part of the annual costs.

It is an important issue what expense the depreciation of a “sport set” purchased is for the sportsperson. When the purchase of the equipment was a significant cost, and so is the maintenance, the regular pursuit of the respective sport – knowing the Hungarian socio-economic factors – is something that definitely few can afford in Hungary. A good example for this is sailing, where it is especially maintenance of the ship, the costs of embarking and disembarking and the expenses of storage that are continuous and significant investments (€ 2,200). In the second most important touristic region of Hungary, the Lake Balaton, sailing tourism is a touristic product of outstanding significance. Balaton saw huge infrastructure investments in the last decade, with enlargement of yacht ports and reception capacity. Municipalities and the port owners want to satisfy not only domestic, but also international demand. The international competitiveness of Lake Balaton is significant, while Hungarian owners seek Hungarian lakes, including Lake Velence, Tisza Lake and Pécs Lake, with pure travel motivations (Csapó and Remenyik, 2011).

Table 3: Investment costs of the equipment of the respective sports in Hungary (in €)

Sport	Equipment	Maintenance costs, annual	Total costs	When it is pursued
sailing	12,000	2,200	14,200	when travelling
golf	900	1,500	2,400	when travelling
skiing	600	1,450	2,050	when travelling
tennis	600	1,100	1,700	when at home

Source: by the authors, using the data provided by sport federations, 2016

The annual net income of a 2 adults, 2 children Hungarian family is €1,000 (HCSO, 2015)

Golf and skiing – with a similar amount of annual expenditure, € 1,500 – is in the category, where the pursuit of the sport is one and a half times more expensive than the cost of the equipment. These activities are made expensive, on the one hand, by membership fees, licences and greenfees (one occasion per month costs € 40-50), on the other hand, and by the travel costs of approaching – especially foreign – destinations, induced by the large distance and the short season in Hungary. It is evident, though, that in the case of golf the practice in a nearby driving range is also a significant cost. In golf the pursuit of the activity takes place in the place of residence or in its direct vicinity, and means regular sport without booking accommodation – although, because of the large demand for territory of the golf courses it may as well possible that sportsmen regularly cross administrative boundaries (Kiss, 2013). Golf that costs slightly more than one-third of sailing and the somewhat cheaper skiing are also exclusive sport activities, as regards the costs incurred. Regular pursuit of these two sports at hobby level induces more or less the same costs, which is surprising among other things, because the former is definitely seen by the Hungarian public as an “elite” sport, with a very low number of

registered members (1,498 persons, HGF), while the latter is practiced by masses on the snow-sure ski slopes of neighbouring (or more remote) countries. If skiing – just because it is a mass phenomenon, approximately 5% of the population do this – is not a luxury sport, then golf, with by and large the same costs, cannot be seen as luxury, either! In this contradiction we can see the already mentioned social prejudice in the judgement of the two sports that does not take into consideration the different lengths of the seasons.

Golf is made expensive evidently by the membership fee and the travel to the courses, while tennis is expensive, because of the annual rental costs of the courts. The season of the latter is extended by the construction of indoor tennis courts. Construction of sailing ports is significant investment as well, as is the sustainability of ski slopes or golf courses in the global warming. Tennis centres are cheaper to operate.

The image of tennis formerly known as “noblemen’s” sport has changed, decades ago it was known as the sport of the elite, but now – also due to the sport achievements of Hungarian professional tennis players – it is a more popular sport. Tennis centres usable all year round have been built, with major clubs that have improved the quality of the education of the young, talent management and education of the future tennis players.

CONCLUSION

By the comparison of the examined leisure time activities and sports on the basis of the dimensions affecting the consumers of sport tourism (Puczko and Rätz, 2002, Slak Valek, 2015), it was found that the social embeddedness of the sports, formerly seen as the sports of the elite classes, is varied. Some have become mass sports (skiing and tennis), there is an elite but accepted sport (sailing), and one that is less accepted culturally – golf (Kiss, 2006). Some have a significant role by participation in the recreational space (tennis), and some are more popular during travels: these are skiing, sailing and golf. It was also found that the situation is just the other way round, if we examine these sports from the side of passive participation: it is tennis that attracts the largest numbers of spectators to the tournaments.

The paper strengthens that the popularity of leisure time sport tourism depends on the following factors: it is geographical environment (orography and climate), the constructed infrastructure, the socio-economic background, the costs of purchasing and maintaining the equipment – but leisure time available, discretionary income and motivation also play a significant role. The survey included persons with a thorough knowledge of the respective sport activities, and it was found that the judgement of skiing, which has become a mass sport by now in Hungary, is still positive, despite its Alpine character. It is a sport made exclusive by the strong climatic limitations, the geographical conditions and the small number of ski slopes in Hungary, as well as the short length of season at home. Conditions for regular skiing are far better abroad than in Hungary, which explains why this sport has half a million pursuers in Hungary. The popularity of ski is also increased by the fact that, similarly to tennis, more and more schools organise tours for this purpose in the ski holidays reserved for this aim.

There are other factors that make some sports seem expensive. These are clubs, ports and sport facilities not open to the public, which may strengthen the feeling of exclusion for non-sportsmen, who consider these sports and luxurious, inaccessible and unaffordable and so lose their interest in them (particularly sailing and golf). Consumability is also influenced, in addition to the information available, by the quality of services linked to the sport activities, which determines demand and solvency for the respective sports.

On the whole we can say that in the Hungarian economic environment the costs of the examined sports, reaching hundreds of Euros, are a significant challenge for most Hungarian families from whose average budget (€ 1,000, HCSO 2015), it is hard to economise the expenses of one sportsperson or two.

Finally, we have to emphasise a serious limit of the research: data collection was problematic in some cases, there were indices that were hardly available or unavailable. It means that further researches require the focus on mapping the demand side – with the coordination of the respective sport associations.

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