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STUDENT EXPECTATIONS ON SPORTS FESTIVALS WITH A VIEW TO THE ESTIMATION QUESTION- NAIRE ON CAMPUS SPORTS FESTIVAL

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Abstract: Campus Festival, organized each year, is listed as one amongst the music festivals in Hungary attracting crowds, with a target audience formed by higher education students. The organizers of Campus Festival set as their main highlighted objective, in addition to providing with musical events, the enhancement of the sporting life of the visitors stopping by. As a side event, Campus Sports Festival is launched each time along with it, with the intention to promote sports and doing sports, creating an event for the public suitable for the development of cross-border student relationships, between fans and contenders. This study is to demonstrate student expectations with a view to the questionnaire-based needs assessment prepared on sports festivals.

Keywords: sports events, higher education students, leisure sports, sports, interpersonal relations

INTRODUCTION

There are 3-6 thousands of festivals organized in Hungary each year, as they represent exceptional market value among 21. century cultural goods. We can take it as an evidence that they are proud to have 5-6 millions of visitors per year (Benedek and Stark, 2009). One branch of festivals consists of summer music festivals, attracting crowds each time. These events primarily aim at meeting the needs of younger age groups, deriving from their nature. The special subdivision of this specific age group consists of higher education students. Among Hungarian pop music festivals, there are only two, focusing on higher education students (Bácsné, 2014). One of them is Campus Festival, recurring since 2008, with a visitor mass mostly made up of higher education students. As a side event of Campus Festival, Campus Sports Festival (until 2013 known as Campus Olimpics) has been launched as well. Campus Sports Festival has become an annually assembled sports event, organized for Hungarian and cross-border higher education students since 2008. The objective of the event has been promoting sports and doing sports, creating an event for the public suitable for forming cross-border student relationships between fans and contenders. Participants coming from universities issuing accredited degrees may apply to join in provided that they are attending a course providing a degree, lasting at least for 4 terms; or are involved in other formal education at the time of the competition, along with former students having obtained their leaving certificate dated to the year preceding the competition.

The Sports Festival is an event related to Campus Festival, linking sports and entertainment together. The happening took place with the participation of Hungarian higher education students in the course of the first two years, then in 2010, on account of a HURO tender (Hungarian-Romanian Transnational Co-operation Programme), 500 Hungarian cross-border higher education students could attend the sports event. This was the year when students coming from institutions of higher education located in Satu Mare, Oradea, Timisoara and Arad to Debrecen first tried their prowess against each other in eight sports (Tennis, Relay Race, Women's Basketball, Foot Tennis, Men's Basketball, Table Tennis and Beach volleyball) throughout the happening involving virtually 1200 guests. Ever since the occasion held in 2010, it has greeted cross-border participants as well each year. During the course of the years following, institutions of Cluj-Napoca, Odorheiu Secuiesc, Sfântu Gheorghe in Romania, and Berehove in Ukraine have been represented by their student visitors on the event. The happening is popular with Hungarian higher education institutions as well. In 2014, 897 undergraduates joined Campus Sports Festival, representing 19 Hungarian and 7 cross-border higher education institutions. On closing 2014's occasion, the organizers considered the time to have come to create a needs assessment questionnaire, in order to examine higher education students' concepts and needs regarding sports occasions and leisure sports. This study comprises the evaluation of the questionnaires listing sports festivals questions, completed by Hungarian higher education students.

THE ROLE OF FESTIVALS AND SPORTS IN LIFE IN YOUTH

The turning point about youth life arising in the late '50s to the early '60s and concluding by the '80s in the developed Western countries, reached Hungary commencing from the '90s. This period was characterized by educational expansion, i.e. the number of young people entering into secondary and higher education increased, and the range they were coming from grew wider and wider at the same time. Over the course of practically two decades of the educational expansion, the young life stage got considerably prolonged, with their becoming independent earlier and earlier, moving towards the beginning of their teenage years, becoming consumers in unison. On the other hand, in the traditional sense, starting their jobs and families, they became adults later and later. The extended duration of training created a young student life phase relatively exempt from the pressure of being employed, making wide room for personal use of time and individual activities (Gábor, 2005).

In parallel with the extension of educational years, the supervisory role of the family and school, and the entire adult society decreased, while the media and the consumer industry were spreading their influence. This shift inspired to form the class of festival youth. The establishment of the festival youth class entailed the differentiation of consumer statuses and the complete conversion of the communication statuses. This is related to the broadening of their age composition and changing their way of living in the process (Gábor, 2005). Organizing events of similar nature is a worldwide popular mean to meet cultural requirements of young people. Whereas this festival used to be explicitly an artistic happening, it has grown to be synonymous to an event providing intense experiences and casual entertainment, reflecting consumer-like demands (Benedek and Stark, 2009). In Hungary, even though slightly postponed, festivals appeared and became the centre of attention in youth entertainment, as a proof for the development of a young consumer class, defined as "festival youth", characterized by the extension of the studying life stage spent in higher education (Bácsné, 2014a).

In Hungary, the first attempts to organize festivals starting with the 1960s, were fruitless. The first event regarded as a festival in the classic sense, took place in 1991, after the political transition, labelled „Bid a nice farewell, Ivan.” The coordinators of "the first rock festival of Eastern Europe" intended to set up a tradition but faced a setback as the repetition was foregone right the next year. This concept has been realized two years later by Sziget Festival (Jávorszky, 2002). The most well-known Hungarian festival has been organized every year since then, in Budapest, under the label SZIGET Festival.

Among all the other festivals organized for the youth, it is pertinent to recall the Meeting of University and College Students (Egyetemisták és Főiskolások Országos Turisztikai Találkozója, EFOTT), taken place in 1976 first. Along with Campus Festival, EFOTT also aims at targeting higher education participants primarily; but whereas EFOTT relies on a countrywide source of visitors, Campus Festival focuses

on visitors arriving from the region, specifically from Debrecen (Bácsné, 2014b). The organizers of both events set their main highlighted objective, in addition to provide with musical events, in the enhancement of the touristic, cultural and sporting life of the visitors stopping by.

A number of research studies underpin the positive effect of sports on our physical, emotional and mental states. Young people doing sports tend to smoke less, conduct a healthier diet, be more confident, have less psychosomatic symptoms, while the reduced levels of physical activity can be associated with drug abuse and deviant sexual behaviours (Mikulán *et al.*, 2010). Young people doing sports are prone to make friends more easily, be satisfied with their appearances and have more self-control. Those who get physically active on a regular basis, experience enhanced well-being, and demonstrate increased emotional stability and better intellectual performance (Brassai and Pikó, 2010).

As stated by Kovács (2012), we adopt competences, skills and values regardless of our age, gender and social status, capable of being transmitted to further areas of life (e.g. persistence, discipline, co-operation, hard work, team spirit and team work), and as it is never too late to take up a new sport, it can be regarded as a field of life-long learning. Taken its traditionally acknowledged role in preserving and maintaining good health into account, getting physically active on a regular basis becomes not only key but also a necessity. If it becomes a need at an early age, this will evoke (socialize) the individual to make regular activity a vital part of their life, having a huge impact on society, the economy, and the whole population as well (Kovács, 2013).

Kirk (2005) suggests higher education institutions provide the last resort for young people, still participating in education, to do sports in an organized setting (Bács and Bácsné, 2014), and internalize the value of doing sports as part of their life-long physical activity. The sporting habits of the next generation will be greatly influenced by teachers of physical education, coaches and sports organisers participating in the sporting life of present days' higher education institutions (Perényi, 2005). As Perényi (2010) stated in his study, Hungarian performance sport and supply sport, symbolizing the values of hard work, persistence and self-control, do not attract young Hungarians any more, which necessitates supply-side improvements (i.e. opportunities to do recreational sports).

RESOURCES AND METHODS OF ANALYSIS

The source information for the analysis was provided by the database set up on questionnaires completed by higher education students. The questionnaire was accessible electronically, with the location <http://www.eszae.hu/urlap.php>, containing a copy for Hungarian students, and an additional one for cross-border students in Hungarian and in English.

The questionnaire became available in the autumn of 2014, following the annual event, with the purpose of evaluating the concepts and requirements of students regarding Campus Sports Festival (and sports festivals in general), along with their sporting habits.

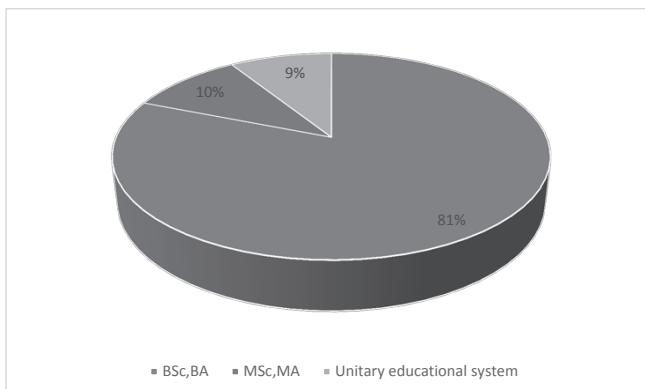
We focused on a target group composed of Hungarian higher education students. Within the framework of this study, 558 pieces of valuable questionnaires have been analyzed. To conduct the examination, we used descriptive methods (Nagy and Tobak, 2015). When applying descriptive methods, the categorical variables demonstrate the number of respondents selecting the categories, and the proportion of the respondents selecting a given category. Continuous variables enable to calculate arithmetic means and standard deviation as regards the total of the data gained. (Dugi et al, 2014)

EVALUATION OF THE QUESTIONNAIRE ON CAMPUS SPORTS FESTIVAL

On completion of the questionnaires, we collected 558 valuable questionnaires. 56% of the applicants were students of the University of Debrecen, 37.5% of came from Budapest University of Technology and Economics. The remainder of the interviewees consisted of students of the College of Szolnok (2.7%), ELTE and the College of Nyíregyháza (0.5-0.5%), the University of Miskolc and Szent István University (0.4-0.4%), and some further institutions such as the University of Óbuda, Eszterházy Károly College, Károli Gáspár University of the Reformed Church, Budapest Business School, The University of Szeged, and the University of Physical Education.

Of the 558 respondents, 81% were undergraduates attending BSc education, 10 % graduates attending MSc education, and 9% students of the unitary educational system.

Figure 1.: Breakdown of participants by educational systems



Source: Calculations based on questionnaire data

49.6% of the participants consisted of men, 50.4% of women, all of them studying in Hungarian higher education institutions. They had a mean age of 21 years, complying with the age of students attending higher education, and the coefficient of variation, with a rate of 12.4%, which can be perceived as favourable. The students having completed the questionnaire and actively participating in higher education, consisted of students attending either full-time courses or evening courses. 59.3 % of them had heard of Campus Sports Festival of Debrecen. The organizers of the event were keen to find out how the visitors, already familiar with the event, discovered this opportunity. The participants had the option

to select more than one answer in this case; 35.3% marked Facebook, 28.1% word-of-mouth, 21.1% higher education institutions, and furthermore, fliers (5.4%), posters (7.7%) and the website also appeared as potential sources of information. 20% of the interviewees visited Campus Sports Festival to enter competitions in football, basketball, or beach volleyball.

Table 1.: Mean responses provided to the question „How do you evaluate the initiative on Campus Olimpics / Sports Festival?”

Category	Average
Have never attended the event	5.10
Attended at least one preceding event	5.46

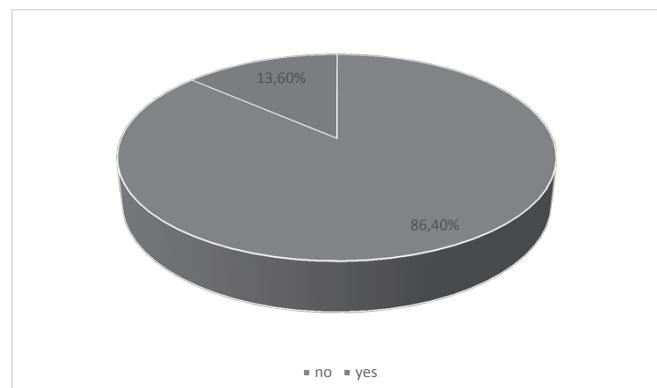
Source: Calculations based on questionnaire data

We intended to expose the opinion of the interviewees of the questionnaire on the initiative on Campus Sports Festival (see Table 1). The respondents were requested to evaluate the initiative on the sports festival on a 7-point scale (with 1 defined by „I do not consider it a good initiative at all”, and 7 „I consider it a great initiative”). We compared the opinion of those who had not attended the happening before, and of those who attended any of our events held in the course of the preceding years. The results indicate no significant difference between the two groups.

Table 1 presents the average values of the 7-point scale applied; Returnig visitors coupled the initiative with higher average scores (5.46) than first-time visitors.

Student applicants of Campus Sports Festival arriving from outside the University of Debrecen are offered to be accommodated in the dormitory incurring no further expenses, for two nights. Only 13.6 % of the respondents were aware of this opportunity, 86.4 % of them did not have knowledge of this (see Figure 2).

Figure 2: Distribution of respondents' awareness on the opportunity for free of charge dormitory accomodation

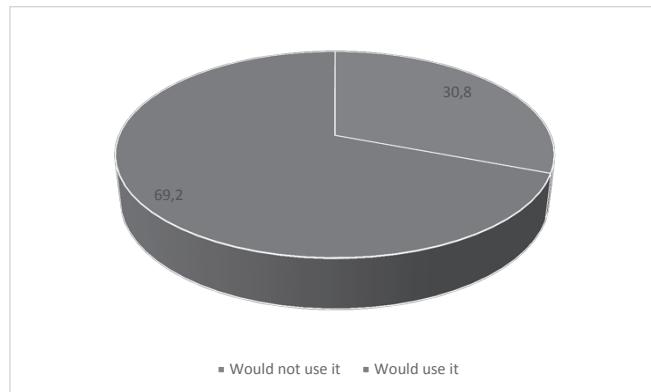


Source: Calculations based on questionnaire data

To the question whether they would make use of this offer of the organizers, 69.2 % of the applicants gave a positive reply, while 30.8 % of them would not take it (see Table 3). 86.2 % of the respondents were not aware that visitors from

outside the University of Debrecen and those having obtained high rankings, are entitled for a weekly ticket to the most considerable festival in Eastern Europe for the youth, Campus Festival. Only 13.8 % of them had a preliminary knowledge of this option. When asked about the frequency they attend sports festivals, only a group of 6.5% claimed to visit them recurrently. 42.3 % proved first-time visitors of the events of this kind, and 51.2 % of them attend sport festivals regularly.

Figure 3: Distribution of respondents regarding the opportunity for free of change dormitory accomodation



Source: Calculations based on questionnaire data

The respondents were asked to evaluate the following statements about sports festivals on a 7-point scale (with 1 defined by "I do not agree at all", and 7 "I agree entirely"). Table 2 reveals the average calculated value for each statement.

Table 2.: Mean responses provided to the question "How would you personally define the sports festival?"

Opportunity for making connections	5.09
Opportunity for entertainment	5.65
Opportunity for new experiences	5.72
Opportunity for recreation	5.32
Opportunity for learning	3.31
Opportunity for self-actualization	3.82
Opportunity for obtaining a reward	3.61
Opportunity for doing sports	6.02

Source: Calculations based on questionnaire data

The records on Table 2 clearly show the highest mean value of the opportunity for doing sports (6.02) selected by the respondents, followed by the opportunity for new experiences (5.72), the opportunity for entertainment (5.65) and the opportunity for recreation (5.32), then the opportunity for joining a community. The opportunities for learning, self-actualization and obtaining a reward all have a mean value under 4.

Regarding this question, as well, we reviewed the opinions of visitors who had not attended the happening before, and of visitors who attended any of our events held in the course of the preceding years. Based on the results of the investigation, we can state that returnig visitors coupled the statements with higher mean scores than the ones having never attended Campus Sports Festivals before.

Table 3.: Mean responses provided to the question "How would you personally define the sports festival?"

Opportunity for making connections	Did not attend	5.04
	Attended	5.25
Opportunity for entertainment	Did not attend	5.56
	Attended	5.97
Opportunity for new experiences	Did not attend	5.68
	Attended	5.84
Opportunity for recreation	Did not attend	5.24
	Attended	5.63
Opportunity for learning	Did not attend	3.28
	Attended	3.43
Opportunity for self-actualization	Did not attend	3.73
	Attended	4.16
Opportunity for obtaining a reward	Did not attend	3.53
	Attended	3.95
Opportunity for doing sports	Did not attend	5.94
	Attended	6.34

Source: Calculations based on questionnaire data

Our inspections showed a significant disparity in terms of the opportunities for entertainment, self-actualization, getting rewards and doing sports in the two groups examined. As for the rest of the statements in question, no significant difference was exposed when comparing visitors attending or not attending the preceding events.

CONCLUSION

Consistently with our examination, we have found that similar events to be organized and conducted are in demand on the part of higher education students. The answers received clearly reinforce the objective and perception of the organizers on sports festivals to associate sports and entertainment. The respondents confirmed to perceive doing sports as a priority regarding such events, closely followed by the opportunities to make connections, for recreation and obtaining new experiences. In addition, the results have drawn the attention of the organizers to a significant area, specifically, to the importance of informing their potential target group even more efficiently.

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