



UNIVERSITY OF PELOPONNESE
FACULTY OF HUMAN MOVEMENT AND
QUALITY OF LIFE SCIENCES
DEPARTMENT OF SPORTS ORGANIZATION
AND MANAGEMENT

MASTER'S THESIS

“OLYMPIC STUDIES, OLYMPIC EDUCATION, ORGANIZATION
AND MANAGEMENT OF OLYMPIC EVENTS”

Hungary – past, present and future – from an Olympic point of view

Attila, Heim

Supervisor: Axel, Horn
Professor

It was approved by the Advisory Committee on the

.....
Axel, Horn
Professor

.....
Konstantinos, Georgiadis
Professor

.....
Nikoletta, Sipos-Onyestyák
Assistant Professor

Sparta, February, 2013

.....
Attila, Heim

Master's Degree Holder of University of Peloponnese

Copyright © Attila Heim, 2013.
All rights reserved.

CONTENTS

Committee Approval Page.....	1
TABLE OF CONTENTS.....	3
ABSTRACT.....	5
1 INTRODUCTION.....	6
1.1 Thesis objectives.....	6
1.2 Methodology.....	7
2 PAST.....	8
2.1 Hungary and its international relations in the early twentieth century.....	8
2.2 IOC members from Hungary after the World War II.....	13
2.3 Post-World War II Summer Olympic Games.....	20
2.3.1 1948 London.....	21
2.3.2 1952 Helsinki.....	24
2.3.3 1956 Melbourne.....	28
2.3.4 1960 Rome.....	31
2.3.5 1964 Tokyo.....	34
2.3.6 1968 Mexico.....	37
2.3.7 1972 Munich.....	41
2.3.8 1976 Montreal.....	45
2.3.9 1980 Moscow.....	48
2.3.10 1988 Seoul.....	51
2.3.11 1992 Barcelona.....	53
2.3.12 1996 Atlanta.....	55
2.3.13 2000 Sydney.....	57
2.3.14 2004 Athens.....	60
2.3.15 2008 Beijing.....	62
2.3.16 2012 London.....	64

3	PRESENT.....	66
	3.1 Hungarian Olympic Committee.....	66
	3.2 Activities of the National Olympic Academy of Hungary.....	67
	3.3 Physical education teacher and youth sport coach training with regards to Olympism and Olympic Education.....	67
	3.4 Olympic related activities in delivering physical education and physical activity in a school content.....	69
	3.5 The Olympic Brand in Hungary.....	69
4	FUTURE.....	76
	4.1 Feasibility Study – Budapest, Hungary.....	76
5	CONCLUSION.....	85
	REFERENCES.....	86

ABSTRACT

Hungary has always played an important role within the world's sport community since the International Olympic Committee was founded. The 168 gold, 146 silver and 165 bronze medals which were won by Hungarian athletes speak eloquently for themselves illustrating the achievement and international position of the Hungarian sport.

A successful period of the Hungarian sport in terms of the won medals at Summer Olympic Games has started after the World War II and is still going on nowadays.

But not only the athletes have achieved great results but also the Hungarian sports leaders have had an influence on the international sport governance. Starting with the presence of Ferenc Kemény, Hungarian founding member of the International Olympic Committee and today there are also two IOC members from Hungary representing the country.

The country that has not only a vital sport life but also has millions of inhabitants who are committed to the Olympic Movement which can be thanked to the work of the Hungarian Olympic Committee (HOC), the National Olympic Academy of Hungary (NOA) and the sponsors who make the Olympic Brand more widespread in Hungary.

One thing which could make Olympism more popular in Hungary is hosting the Games. In order to do so a feasibility study has been written to prepare for organizing the Olympic Games in Budapest.

This is Hungary: past, present and future from an Olympic point of view.

Chapter 1

INTRODUCTION

There is a country located in Central Europe.

A country that lost about 70% of its territory and one third of its population under the Treaty of Trianon.

A country that gave so many great inventors to the world. “Inventions include the *safety match* (János Irinyi), the *first electric motor* (Ányos Jedlik), the *Ford Model T* (József Galamb), the *first nuclear reactor* (Leo Szilárd), *Rubik’s Cube* (Ernö Rubik), the *ballpoint pen* (László Bíró), *Vitamin-C* (Albert Szent-Györgyi), the *hydrogen bomb* (Edward Teller), the *binocular* (József Petzvál) and *digital computing* (János Neumann), to mention only the most famous creations.”¹

Not only are these inventions what the citizens of this country can be proud of but also something else: the achievement of this country in the field of sport. Because this country has been ranked on the eight place in terms of the won medals at Olympic Games all time.

This country has past, present and future (not only) from an Olympic point of view.

This country is Hungary.

1.1 Thesis objectives

The motivation of choosing this topic was to show that a small country may have big dreams and how these dreams can come true.

My aim is to call up the past, to analyze the present and to draw up the future of Hungary within the Olympic Movement. This goal entails the assumption that Hungary hasn’t reached its hugest success in the history of the Olympic Games until nowadays and has a prosperous future.

¹ <http://visitbudapest.travel/articles/famous-hungarians-and-their-creations/>

1.2 Methodology

The most difficult part of this thesis was determining the method I used. Eventually, I decided to use different methods in each chapter of the thesis.

In chapter 2 (Past) I summarized different sources such as books (Kő, András, *Schmitt Pál*, Budapest: Korona Kiadó: 2005; Müller, Jenő, *Csanádi Árpád 1923-1983*, Budapest: MOB, 1984.; Takács, Ferenc, *Az olimpiák múltja, jelene, jövője*, Budapest: MOB, 2012), journal articles (Szikora, K. (2003). A magyar sport útja a változó világ kereteiben. *Sporttörténet*, 1(7): 6-11.; Gallov, R. (2005). Százhusz éve született Mező Ferenc, a magyar olimpiai mozgalom kiemelkedő személyisége. *Magyar Sporttudományi Szemle*, 6(21): 30-33.) and websites (Hungarian Olympic Committee; International Olympic Committee; European Parliament; International Weightlifting Federation).

In chapter 3 (Present) I combined the review of several Annual Book of the National Olympic Academy of Hungary and internet sources (Hungarian Olympic Committee, Semmelweis University Faculty of Physical Education and Sport Sciences) with informal interviews with people from the sports industry (international director of the Semmelweis University Faculty of Physical Education and Sport Sciences, associate professor of sport history and other prominent representatives of the Hungarian sport industry).

In chapter 3 (Present) I also examined a large body of different marketing specialists' books (Aaker, D. A. (1991) *Managing Brand Equity: Capitalizing on the Value of a Brand Name*, The Free Press, New York; Aaker, D. A. (1996) *Building Strong Brands*, The Free Press, New York; Belch G. E., Belch M. A. (2008) *Advertising and Promotion: An Integrated Marketing Communication Perspective*, McGraw-Hill, New York; Bennett, P. D. (1988) *Dictionary of Marketing Terms*, The American Marketing Association, Chicago) and did some fieldwork by the companies which use the Olympic Brand in Hungary (K & H, Coop, Vodafone Hungary, OTP).

In chapter 4 (Future) I analyzed the feasibility study of hosting the Olympic Games in Budapest in 2020.

Chapter 2

PAST

In this part of the thesis the focus has been put on the success of the Hungarian athletes participating at the particular Summer Olympic Games organized after the World War II. The results of the Hungarians are presented between the 1948 London and the 2012 London Olympic Games.

Besides, it is also shown how the Hungarian Olympic Committee was formed in 1895 and how the Hungarian sports life was developed in the early twentieth century. How the political parties used sports as a tool to make international relations tighter with other countries.

In the history of the Olympics there have always been one or more people from Hungary in the field of international sport governance whose significant role cannot be questioned. The first one was Ferenc Kemény, one of the “grandfathers of the Olympics”, nowadays Hungary has two IOC members, namely Dr. Tamás Aján and Pál Schmitt. Besides the current members the other two representatives of Hungary are also shown who worked for the IOC after the World War II.

2.1 Hungary and its international relations in the early twentieth century

As early as 1894 the Hungarian sport was represented at the Paris convention staged for the establishment of the International Olympic Committee (IOC) and the revival of the Ancient Games. Mr. Ferenc Kemény, school principal of Eger and a good friend of Baron Coubertin became a founding member of the International Olympic Committee.

In the beginning of the 20th century the modern Olympic Games helped to develop the international relations between different countries. As far as the different sports are concerned, primarily soccer, track and field, gymnastics, wrestling and cycling had a leading role in it. Some sports were invented those days and their rules were primitive then. The International Olympic Committee had meetings regularly and its main aims were – in cooperation with the newly formed international sport federations – to unify the rules and to define the conditions of hosting a sport event.

In the Austro-Hungarian Monarchy from the Hungarian point of view, sport had a special role. Ferenc Kemény, sports leader had a significant role in the revival of the modern Olympic Movement. He was a friend of Pierre de Coubertin, who visited Budapest several times. In the Olympic Games the Hungarian team marched under the Hungarian flag, wearing tricolor clothes which represented the national pride and it still does so.

In the international relations of Hungary a new direction showed up in the field of sport after 1910. Earlier a stronger relationship had been found within the different part of the Monarchy, from 1910 the emphases was put on starting new relations outside the Monarchy. After the forced break caused by World War I and the accompanying revolutions the domestic and international political situation gave the direction of the development of the Hungarian sport.

The peace treaties which were signed after the World War I had significant consequences in the field of sport as well. Especially for those countries who were on the losing side in the war. There was a British initiative asking the International Federation of Association Football (FIFA) to cut off the contact with the national football federations of the countries who lost and to exclude the federations from the FIFA and to forbid any match against these countries. This initiative was followed by other federations which meant the starting point of the sports blockade.

As a consequence of the sports blockade the Hungarian athletes were not allowed to take part in the Antwerp Olympic Games in 1920. Similarly to Hungary the other losing countries like Austria and Germany were not allowed to send any athlete to Belgium, and the Soviet Union did not receive invitation, either. In spite of this it was the first time in the history of the Olympic Games when the Olympic flag with the five rings was hoisted, symbolizing the unity and togetherness of the five continents.

To break the sports blockade the Hungarian sports leaders tried to make contact with the neutral Scandinavian countries and England. In April 1920 thanks to this attempt the Hungarian wrestlers were invited to Malmo and Goteborg, which was the first international sport meeting after the end of the World War I and before signing the Treaty of Trianon.

The Antwerp Olympic Games were a special one for the Hungarians. Not just because they were excluded from the Games, but because during the IOC Congress in Budapest in 1911 it was promised that the 1920 Games were going to be held in Budapest. But the Olympic Games – in spite of the protest of the neutral countries

(Sweden, Norway, Denmark and Switzerland) – were held without the participation of the losing countries of the World War I.

On 28th January 1921 the Hungarian Olympic Committee re-formed and had a leading task in the field of international sports life. In this year there were several moments which showed that the sports blockade was going to break. In May at the Congress of the International Association of Athletics Federations (IAAF) a Hungarian delegate was elected as board member of the Directorate. Similarly to this, the Union Cycliste Internationale (UCI) and Ligue Européenne de Natation (LEN) made a decision on breaking the sports blockade. International matches were organized first in those sports which were the most popular ones. In autumn in 1921 Swedish and Turkish football teams played matches in Budapest. On 10th December 1921 England also unblocked the sports blockade with the limitation of not organizing matches between the nations. The relations with the neighboring countries were not solved yet those days. There were problems with Romania and Yugoslavia because during the competitions there were political atrocities.

After the inclusion in the League of Nations in 1922 the Hungarian teams were invited to play matches abroad and Hungary hosted several athletes from different countries. The soccer team of the Ferencvárosi Torna Club (FTC) played on a tournament in Italy and made a decision on organizing a sports conference together. The Műegyetem Atlétikai és Football Club (MAFC) had a special guest from England, Harold M. Abrahams, the secretary of the Cambridge University Sport Club. Mr. Abrahams promised that British swimmers will go to compete in Budapest on the competition organized for the 25th anniversary of the foundation of MAFC. But the problems with the neighboring countries still stood up. In Romania the Hungarian sports clubs were forbidden to do sport, in Czechoslovakia the Hungarian football players were not allowed to play matches in the Czechoslovakian championship.

Besides this, the other main direction was to develop the cooperation with the International Olympic Committee. In June 1922 Gyula Muzsa, the Co-President of the Hungarian Olympic Committee took part in the Congress of the International Olympic Committee in Paris. On the congress Gyula Muzsa asked for the privilege of hosting the Olympic Games in 1932. Hungary got back its rights and became a “real member of the Olympic family” again.

The Hungarian athletes were training for the Paris Olympic Games. One year before the opening ceremony of the Games the Hungarian swimmers trained in a

training camp in Sweden. At that time the Hungarian Olympic Committee had a problem with covering the travel expenses of the athletes to Paris. Therefore the HOC asked the Ministry of Religion and Education of Hungary to give them financial support to cover the expenses of the Olympic participation. But the Ministry gave less money to the Hungarian Olympic Committee than they had asked for and the Prime Minister – referring to the financial crisis – did not give money at all. The HOC had to make a decision which meant that only those athletes were sent to participate in the Games who were about to win a medal. In 1924 the Hungarian Olympic Committee printed lottery tickets and organized fundraisings to get some extra money. With this background the Olympic Games did not bring the expected success to the Hungarian athletes. The competitions were accompanied with scandals, the events were badly organized and the Hungarian athletes could not do their best.

From 1924 the Hungarian sports leaders put the emphasis on participating in the Olympic Movement. According to an IOC decision Winter Olympics were held from 1924. It meant that the Hungarian sports needed more money. The financial aid given by the government was spent to cover the expenses of the Hungarian participation in the Olympic Movement.

In December 1927 the legislation of the Ministry of Religion and Education took the authority of the Hungarian Olympic Committee and formed a new organization, called National Council of Physical Education, which was responsible for the Olympic affairs.

Connection with the Olympic Movement the idea of building a National Stadium came up from time to time as the Amsterdam Olympic Games were getting closer and closer. The stadium was supposed to be built together with the Hungarian University of Physical Education as both were written in the law of the year 1921. The university was built and started its operation in 1925, but there were some problems with the stadium as there was not enough money to build it and there was a disagreement about the planned location of the stadium. Building the stadium was very important for Hungary because the country still wanted to host the Olympic Games and this facility would have necessarily been built in order to bid for the Games.

Since the Hungarian athletes were not so successful on the court and track in the Olympic Games in 1928, it drew attention to the importance of the young athletes. But a huge success was reached by Ferenc Mező in the Amsterdam Olympics. He was the only Hungarian who won a gold medal in art competitions in the Olympic Games.

The unsuccessful participation in the Olympics was caused also by the temporary stoppage of the Olympic Movement. Pierre de Coubertin, who played the most significant role in the revival of the Olympic Games, resigned in July 1925. The next President of the International Olympic Committee was Henri Baillet-Latour from Belgium. The resignation of Coubertin showed the disagreement between the old and the new generation of the Olympic Movement. Coubertin and his followers were against the woman's participation in the Olympics, the de-emphasize of the art competitions. The Olympic Movement had to face different problems such as the question of the amateur and professional athletes, and the influence of the political ambitions' of the great powers on the Olympics.

The international relations were limited in the beginning of the nineteen-thirties because of the Great Depression in 1929. In this decade the first international sport event was the Los Angeles Olympic Games in 1932. Because of the financial crisis the Council of Ministers made a decision saying that the Hungarian athletes were not allowed to participate in the Olympic Games.

In spite of this there was a call to the Hungarians living in the United States published by the Hungarian Olympic Committee in order to get some help with financing the accommodation expenses of the Hungarian Olympic team in Los Angeles. In July 1932 the HOC announced the name of the athletes who were going to be sent to the Olympics but the athletes had to sign a contract saying that they will pay for the accommodation and meals in the Olympic Village by themselves.

The Hungarian athletes arrived at Los Angeles after two weeks travelling by train and boat. In the Olympics Hungary reached the hugest success until those days. The athletes won six gold medals, five silver medals and five bronze medals and got four forth places, five fifth places, two sixth places so Hungary ended up the eight place in the medal list of the participating countries.

The results of the Hungarian team in the Los Angeles Olympic Games showed prognoses of the success of Hungary for the Olympics in Berlin in 1936. The 11th Olympic Games started on the 1st August 1936. On the opening ceremony more than one hundred thousand people were watching the military aircrafts and the uniformed squads which showed Germany's strive to use the Olympics as a tool in the war. The organizers asked the Hungarian sports leaders to tell the athletes to salute Hitler with raising their hands when they are marching in front of him. Despite of this when the

Hungarian athletes got there they did a hat wave and went away. In the Olympics Hungary won ten gold medals.

As the Berlin Olympic Games ended, the war started...

2.2 IOC Members from Hungary after the World War II

Hungary has had 8 IOC members so far. Four of them started their career in the 19th century or in the first half of the 20th century. The other four people became IOC members after the World War II and were or still are prominent representatives of the Olympic Movement. The Hungarian IOC members are the following. The first four people are shown only with their membership period in brackets and those 4 members who worked for the International Olympic Committee after the World War II or still are working nowadays are presented in more details.

- **Dr. Ferenc Kemény**



(1894-1907)

- **Count Géza Andrassy**



(1907-1938)

- **Gyula Muzsa**



(1909-1946)

- **Miklós Horthy, Jr.**



(1939-1948)

- **Dr. Ferenc Mező**



(1948-1961)

Ferenc Mező was born in a small village in 1885, and started to do sports in his childhood. He showed interest in several sports, such as track and field, wrestling and shooting, and he was quite good at chess as well. After the secondary school, he studied at the University of Budapest and got his degree in Latin and Greek languages. He won a gold medal in arts competition in the 1928 Amsterdam Olympic Games.

He started his career as a teacher and taught in several schools for a few decades, and after the World War II, from 1945 to 1948, he was the head of Department of Physical Education of the Ministry of Religion and Education, as well as he was a lecturer at the College of Physical Education.

In 1945 the Scientific Society of Physical Education was formed and Ferenc Mező was elected as first President of the society. In the next year there was a conference on sport organized by this society, where Ferenc Mező officially announced that Hungary may participate in the London Olympic Games in 1948. One month later, thanks to his referral, a decision was made about the revivification of the Hungarian Olympic Committee and Ferenc Mező was elected as Vice-President.

In January 1948 there was an IOC meeting in St. Moritz, where the Winter Olympic Games were held in that year, which meeting was the third in a row after the World War II without a delegate from Hungary. After the Games, the chancellor of the IOC, Mr. Otto Mayer sent a letter to Ferenc Mező, informing him about a decision of the IOC which allowed him to be the representative of the IOC from Hungary.

The year of 1952 was a special one concerning the Olympic Movement in Hungary. In one hand, the athletes from Hungary won sixteen gold medals in the Olympic Games in Helsinki, which is still the most successful participation in the history of the Olympic Games. On the other hand, this year Avery Brundage became the President of the IOC. Ferenc Mező was in a good term with Sigfrid Edvin, the former President of the IOC, and it did not change with the new President, neither. It was well known how much Brundage appreciated the sport historian activity of Ferenc Mező, which resulted that the IOC more and more supported the development of sports literature of the Olympics. Brundage put Ferenc Mező in charge of editing the credible and reliable list of results of the Olympic Games. At that time Ferenc Mező was the manager of the Olympic Bureau, as well. The Brundage-Mező “couple’s” aim was to keep the art competitions of the Olympic Games alive. It was not going to happen the same way like earlier, but they could reach this goal in the Melbourne Olympic Games in 1956.

During the Summer Olympic Games in Rome, there was a conference held by the IOC, from where Ferenc Mező returned to Hungary with great ideas in his head, but in the next few years he was getting sicker and sicker and he died on 21st November in 1961.

- **Dr. Árpád Csanádi**



(1964-1983)

He was born in 1923. He was attracted to sports through soccer, and one of his favourite professors, Dr. Ferenc Mező, had an extraordinary influence on him and aroused his interest towards the Olympic movement.

He wrote the book “Soccer”, which since then deservedly attained world fame, was translated into fourteen languages, and was published several times in succession, during his years as a professor at the College of Physical Education. His activities became always wider and wider. First, in 1948, he was only a modest contributor to the preparations of the Hungarian team for the Olympics. Later in 1952 he was the technical director of the Hungarian delegation in Helsinki when Hungary achieved the greatest success in the history of the Olympic Games so far.

Árpád Csanádi became an elected a member of the IOC in Innsbruck in 1964, at the first Winter Olympics and then he was elected twice in 1975 and 1982, as member of the Executive Board.

At the press conference following his election, Mr. Avery Brundage couldn't even pronounce his name (“Mr. ... from Hungary”). Four years later, Mr. Brundage put this stranger in charge of an authority within the IOC, responsible practically for the future of the Olympic movement as President of the Program Commission.

One of the first activities of the latter IOC President, Mr. Juan Antonio Samaranch, was to ask for the support of Mr. István Buda, President of the Hungarian Olympic Committee, to “yield” Árpád Csanádi from Hungarian sports to the Olympic movement. However Árpád Csanádi undertook the position of Sports Director of the IOC.

Árpád Csanádi gained respect and appreciation by his incredible work capacity and his correct attitude in every situation. He backed up his standpoint with irrefutable arguments in different matters, proving it, if it was necessary, in English, French, German or Russian. He honestly adhered to his own standpoint and he could make himself understood by everybody in a very sportsmanlike way, by heads of states, sports leaders or athletes.

Árpád Csanádi was a real sportsman who gained recognition and, appreciation for Hungary.

- **Pál Schmitt**



(1983 -)

He was born in Budapest in 1942. He started his sports career as a fencer in 1955. He won two gold medals in the Hungarian championship in individual competition and after that he became a member of the Hungarian National Fencing Team. He won two gold medals in team epee in the Olympic Games in 1968 and in 1972. Between the Olympics he also won two team gold medals in the World Championships in 1970 and 1971. He finished his active career in 1977.

He graduated from the University of Budapest as an economist in 1965. After his graduation he started to work as a member of the administrative staff of several hotels in the Hungaro chain (1965-1981). Between 1981 and 1983 he was elected as director of the National Stadium (NSI). In 1983 he became the Vice-President of the National Office for Physical Education and Sport and the general secretary of the Hungarian Olympic Committee. In 1990 he was elected as President of the Hungarian Olympic Committee and had this title until 2012. Pál Schmitt became an IOC member in 1983 since when he has had a lot of nominations within the organization up to now. According to the IOC website Pál Schmitt was “Member of the Executive Board (1991-

1999); Vice-President of the IOC (1995-1999); Chairman of the Sport and Environment Commission (1995-); Vice-Chairman of the Athletes' Commission (1984-1988); member of the following Commissions: Study for the Preparation of the Olympic Games (1985-1991), Coordination for the Olympic Winter Games in Albertville in 1992 (1989-1992), Coordination for the Olympic Winter Games in Lillehammer in 1994 (1989-1994), Eligibility (1989-1992), Olympic Movement (1993-1999), Olympic Collectors (1994-1995), Council of the Olympic Order (1995-1999), "IOC 2000" (Executive Committee, 1999), International Relations (2005-); Delegate Member for Protocol (1999-)."² Furthermore he was the President of World Olympians Associations (1999-2007).

His political career started in 1993, when he served as the Hungarian Ambassador in Spain (1993-1997) and later in Switzerland (1999-2003). During the first period he was also accredited in Andorra, and in the second period to Liechtenstein. He became the member of the European Parliament in 2004. His appointments as member of the European Parliament: Chair of the Delegation to the EU-Croatia Joint Parliamentary Committee; Vice-President of the European Parliament; Vice-Chair of the Committee on Culture and Education; member of the following groups, committees, delegations, conferences and bureaus: Group of the European People's Party (Christian Democrats) and European Democrats, Committee on Culture and Education, Delegation to the EU-Croatia Joint Parliamentary Committee, Conference of Delegation Chairmen, Group of the European People's Party (Christian Democrats) and European Democrats, Committee on Culture and Education, Parliament's Bureau, Group of the European People's Party (Christian Democrats), Committee on Culture and Education, Delegation to the EU-Croatia Joint Parliamentary Committee.

Following the Hungarian parliamentary election in 2010, Pál Schmitt became the Speaker of the National Assembly of Hungary. After the Hungarian presidential election Pál Schmitt was elected as President of the Republic of Hungary by the National Assembly on 29th June, 2010. He took the position for two years.

² Homepage of the IOC (<http://www.olympic.org/en/content/The-IOC/Members/Mr-Pal-SCHMITT/>)

- **Dr. Tamás Aján**



(2000 -)

He was born in 1939. In his childhood he did several sports, such as football, yachting, and basketball. He won a gold medal in gymnastics in the National Championship. He earned his degree in coaching in football and gymnastics, and later he did a postgraduate course in arts in the Eotvos Lorand University. He got his PhD in the University of Physical Education in 1964 and then he became a Doctor of political sciences in 1983.

He started his career as a collaborator at the Department of Sports of the Hungarian Ministry of Sports and Physical Education (1965-1968). From 1968 until 1983 he was the General Secretary of the Hungarian Weightlifting Federation. From 1983 until 1989 he was the Vice-President of the Hungarian Ministry of Sports and Physical Education. In 1989 he was elected as General Secretary of the Hungarian Olympic Committee. He worked as General Secretary of the HOC until 2005, when he became the Honorary Secretary General of the HOC. He has been the President of the National Olympic Academy of Hungary since 1989.

His international career started in 1969, when he was a founding member of the European Weightlifting Federation, and in 1970, one year later, he became the Vice-President of the International Weightlifting Federation (IWF). From 1975 until 2000 he was five times elected as General Secretary of the IWF. In 2000 he was elected as President of the IWF and he was re-elected in 2005 and 2009. From 1978 until 1988 he was a member of Council of the General Association of International Sports Federations (GAISF) and since 1988 he has been the Vice-President of the GAISF. From 1988 until 1992 he was elected as member of the Council of the Association of the Summer Olympic International Federations (ASOIF). In 1995 he was the President of the

Organizing Committee of the 104th IOC Session in Budapest. Since 2000 he has been a member of the World Anti-Doping Agency Foundation Board.

According to the IOC website Tamás Aján has received the following awards and distinctions: “Award presented by the BESEFESE President, Bulgaria (1986); State Order of Merit presented by the President of South Korea (1988); Several Hungarian state and sports awards incl. "Officer's Cross of the Republic of Hungary"; "Madara Horseman" Order 1st Degree by the President of the Rep. of Bulgaria (2000); "Officer's Cross" of the Republic of Poland; Award of the Republic of Finland; Doctor honoris causa in public administration from Hanyang University, Seoul, Korea (2008); Olympic Order (2009)”³

He was elected IOC member as President of an International Federation in 2000. Since 2010 he has been an Honorary Member of the IOC. He has membership in the following commissions within the IOC: Sport for All (since 1985), sub-commission on Out-of-Competition Testing (1993), Olympic Movement (from 1995 until 1999), and International Relations (since 2005).

2.3 Post-World War II Summer Olympic Games

After the World War II the Olympic Games continued and are still going on in every four years. The post-World War II period started with the Games organized in London in 1948 and the last Games were held in London last year as well. Hungary participated in every single Games during this period except one, the Olympics in Los Angeles. Hungary was prepared for the Games when the Soviet Union announced the boycott of the 1984 Los Angeles Games and Hungary joined the boycott.

In this part of the thesis the above mentioned period is shown by extracting the name and the sport of the Hungarian medal winners. No additional data are presented. The focus is put only on the successful athletes and their achievements.

³ Homepage of the IOC (<http://www.olympic.org/en/content/The-IOC/Members/Mr-Tamas-AJAN/>)

2.3.1 1948 London

- **Gold medalists**

- Athletics

- Women's long jump: Olga Gyarmati

- Men's hammer throw: Imre Németh

- Boxing

- Bantamweight: Tibor Csík

- Middleweight: László Papp

- Fencing

- Men's individual sabre: Aladár Gerevich

- Men's team sabre: Aladár Gerevich

- Tibor Berczelly

- Rudolf Kárpáti

- Pál Kovács

- László Rajcsányi

- Bertalan Papp

- Women's individual foil: Ilona Schachererné Elek

- Gymnastics

- Men's floor: Ferenc Pataki

- Shooting

- Rapid fire pistol 25 m: Károly Takács

- Wrestling

- Freestyle heavyweight: Gyula Bóbis

- **Silver medalists**

- Gymnastics

- Men's floor: János Mogyorósi-Klencs

- Women's all-around team: Edit Perényiné Weckinger

- Mária Kövi-Zalai

- Irén Daruháziné Karcsics

- Erzsébet Gulyás-Köteles

- Erzsébet Balázs

- Olga Lemhényiné Tass

- Anna Fehér
Margit Sándorné Nagy
- Swimming
 - Men's 4 x 200 m freestyle relay: Elemér Szathmáry
György Mitró
Imre Nyéki
Géza Kádas
 - Water polo
 - Men's tournament: Endre Gyórfi
Miklós Holop
Dezső Gyarmati
Károly Szittya
Oszkár Csuvik
István Szívós, Sr.
Dezső Lemhényi
László Jeney
Dezső Fábián
Jenő Brandi
Pál Pók
 - Wrestling
 - Greco-Roman welterweight: Miklós Szilvási
 - **Bronze medalists**
 - Athletics
 - Men's javelin throw: József Várszegi
 - Fencing
 - Men's individual foil: Lajos Maszlay
 - Men's individual sabre: Pál Kovács
 - Gymnastics
 - Men's all-around team: Lajos Tóth
Lajos Sántha
László Baranyai
Ferenc Pataki
János Mogyorósi-Klencs

	Ferenc Várkői
	József Fekete
	Győző Mogyorossy
- Men's vault:	János Mogyorósi-Klencs
	Ferenc Pataki
- Rowing	
- Men's coxed pairs:	Antal Szendey
	Béla Zsitnik, Sr.
	Róbert Zimonyi
- Swimming	
- Men's 100 m freestyle:	Géza Kádas
- Men's 1500 m freestyle:	György Mitró
- Women's 200 m breaststroke:	Éva Gérard-Novák
- Wrestling	
- Greco-Roman featherweight:	Ferenc Tóth
- Greco-Roman lightweight:	Károly Ferencz

2.3.2 1952 Helsinki

- **Gold medalists**

- Athletics

- Men's hammer throw: József Csermák

- Boxing

- Middleweight: László Papp

- Fencing

- Men's individual sabre: Pál Kovács

- Men's team sabre: Tibor Berczelly
Aladár Gerevich
Rudolf Kárpáti
Pál Kovács
Bertalan Papp
Rajcsányi László

- Football

- Men's team: József Bozsik
László Budai
Jenő Buzánszky
Lajos Csordás
Zoltán Czibor
Jenő Dalnoki
Gyula Grosics
Nándor Hidegkuti
Sándor Kocsis
Imre Kovács
Mihály Lantos
Gyula Lóránt
Péter Palotás
Ferenc Puskás
József Zakariás

- Gymnastics

- Woman's floor: Ágnes Keleti

- Woman's uneven bars: Margit Korondi

- Modern pentathlon
 - Men's team:
 - Gábor Benedek
 - Aladár Kovácsi
 - István Szondy
- Shooting
 - Rapid fire pistol 25 m:
 - Károly Takács
- Swimming
 - Woman's freestyle 400:
 - Valéria Gyenge
 - Woman's breaststroke 200 m:
 - Éva Székely
 - Woman's freestyle 100 m:
 - Katalin Szőke
 - Woman's freestyle 4 x 100 m:
 - Éva Novák
 - Ilona Novák
 - Katalin Szőke
 - Judit Temes
 - Mária Littomeritzky
- Water polo
 - Men's team:
 - Róbert Antal
 - Antal Bolvári
 - Dezső Fábián
 - Dezső Gyarmati
 - István Hasznos
 - László Jeney
 - György Kárpáti
 - Dezső Lemhényi
 - Kálmán Markovits
 - Miklós Martin
 - Károly Szittyá
 - István Szívós
 - György Vízvári
- Wrestling
 - Greco-Roman flyweight:
 - Imre Hódos
 - Greco-Roman welterweight:
 - Miklós Szilvássy

- **Silver medalists**

- Canoeing

- Men's C-1 10000 m: Gábor Novák

- Men's K-1 1000 m: János Party

- Fencing

- Women's individual foil: Ilona Elek

- Men's individual sabre: Aladár Gerevich

- Gymnastics

- Women's all-around team: Andrea Bodó
Erzsébet Köteles
Iren Karcsics
Ágnes Keleti
Olga Tass
Edit Weckinger
Mária Kövi
Margit Korondi

- Modern pentathlon

- Men's single: Gábor Benedek

- Shooting

- Rapid fire pistol 25 m: Szilárd Kun

- Swimming

- Woman's breaststroke 200 m: Éva Novák

- Woman's breaststroke 400 m: Éva Novák

- Wrestling

- Greco-Roman featherweight: Imre Polyák

- **Bronze medalists**

- Athletics

- Men's long jump: Ödön Földessy

- Men's hammer throw: Imre Németh

- Men's walk 50 km: Antal Róka

- Men's relay 4 x 100 m: László Zarándi

- Géza Varasdi

- György Csányi

	Béla Goldoványi
- Canoeing	
- Men's K-2 10000 m:	József Gurovits Ferenc Varga
- Gymnastics	
- Woman's uneven bars:	Ágnes Keleti
- Woman's floor:	Margit Korondi
- Woman's all-around individual:	Margit Korondi
- Woman's balance beam	Margit Korondi
- Woman's artistic gymnastics:	Andrea Bodó Iréen Karcsecs Ágnes Keleti Margit Korondi Erzsébet Köteles Mária Kövi Olga Tass Edit Vásárhelyi
- Fencing	
- Men's individual sabre:	Tibor Berczelly
- Men's team foil:	Tibor Berczelly Aladár gerevich Lajos Maszlay Endre Palócz József Sákovics Endre Tilli
- Modern pentathlon	
- Men's single:	István Szondy
- Shooting	
- Pistol 50 m:	Ambrus Balogh
- Swimming	
- Woman's freestyle 100 m:	Judit Temes
- Wrestling	
- Freestyle middleweight:	György Gurics

2.3.3. 1956 Melbourne

- **Gold medalists**

- Boxing

- Middleweight: László Papp

- Canoeing

- Men's C-2 10000 m: László Fábián

- János Urányi

- Fencing

- Men's individual sabre: Rudolf Kárpáti

- Men's team sabre: Jenő Hámosi

- Rudolf Kárpáti

- Attila Keresztes

- Pál Kovács

- Gymnastics

- Woman's floor: Ágnes Kárpáti

- Woman's uneven bars: Ágnes Keleti

- Woman's balance beam: Ágnes Kárpáti

- Woman's artistic gymnastics: Andrea Bodó

- Ágnes Keleti

- Alíz Kertész

- Margit Korondi

- Erzsébet Köteles

- Olga Tass

- Water polo

- Men's team: Antal Bolvári

- Ottó Boros

- Dezső Gyarmati

- István Hevesi

- László Jeney

- Tivadar Kanizsa

- György Kárpáti

- Mihály Mayer

- Ervin Zádor

- **Silver medalists**

- Athletics

- Men's 10000 m: József Kovács
- Men's steeplechase 3000 m: Sándor Rozsnyói

- Canoeing

- Men's C-1 1000 m: Ferenc Hatlaczky
- Men's K-1 10000 m: István Hernek
- Men's C-1 10000 m: János Parti

- Fencing

- Men's team épée :
Lajos Balthazár
Barnabás Berzsenyi
József Marosi
Ambrus Nagy
Béla Rerrich
József Sákovics

- Gymnastics

- Woman's all-around individual: Ágnes Keleti
- Woman's all-around team:
Andrea Bodó
Ágnes Keleti
Alíz Kertész
Margit Korondi
Erzsébet Köteles
Olga Tass

- Wrestling

- Greco-Roman featherweight: Imre Polyák

- **Bronze medalists**

- Canoeing

- Men's K-1 1000 m: Lajos Kiss
- Men's C-2 1000 m: Ferenc Mohácsi
Károly Wieland
- Men's C-2 10000 m: Imre Farkas
József Hunics

- Fencing
 - Men's team foil:
 - Mihály Fülöp
 - József Gyuricza
 - József Marosi
 - József Sákovics
 - Lajos Somodi
 - Endre Tilli
- Gymnastics
 - Women's vault:
 - Olga Tass
- Swimming
 - Men's butterfly 200 m:
 - György Tumpek
- Wrestling
 - Greco-Roman lightweight:
 - Gyula Tóth

2.3.4 1960 Rome

- **Gold medalists**

- Boxing

- Flyweight: Gyula Török

- Canoeing

- Men's C-1 1000 m: János Parti

- Fencing

- Men's sabre: Rudolf Kárpáti

- Men's team sabre: Tamás Mendelenyi

- Rudolf Kárpáti

- Pál Kovács

- Zoltán Horváth

- Gábor Delneki

- Aladár Gerevich

- Modern pentathlon

- Men's individual: Ferenc Németh

- Men's team: Imre Nagy

- András Balczó

- Ferenc Németh

- **Silver medalists**

- Athletics

- Men's hammer throw: Gyula Zsivótzky

- Canoeing

- Men's K-1 1000 m: Imre Szöllősi

- Men's K-2 1000 m: András Sente

- György Mészáros

- Men's K-1 4 x 500 m: Imre Szöllősi

- Imre Kemecey

- András Sente

- György Mészáros

- Fencing

- Men's sabre: Zoltán Horváth

- Women's team foil: Györgyi Székely-Marvalics
Ildikó Újlaky-Rejtő
Magdolna Nyári-Kovács
Katalin Juhász-Nagy
Lidia Dömölki-Sákovics
- Modern pentathlon
 - Men's individual: Imre Nagy
- Wrestling
 - Greco-Roman featherweight: Imre Polyák
- **Bronze medalists**
 - Athletics
 - Men's 1500 m: István Rózsavölgyi
 - Men's javelin throw: Gergely Kulcsár
 - Canoeing
 - Men's C-2 1000 m: Imre Farkas
András Törő
 - Women's K-2 500 m: Klára Fried-Bánfalvi
Vilma Egresi
 - Football
 - Men's team: Flórián Albert
Jenő Dalnoki
Zoltán Dudás
János Dunai
Lajos Faragó
János Göröcs
Ferenc Kovács
Dezső Novák
Pál Orosz
László Pál
Tibor Pál
Gyula Rákosi
Imre Sántori

- Ernő Solymosi
- Gábor Török
- Pál Várhidi
- Oszkár Vilezsál

- Water polo
 - Men's tournament:
 - András Bodnár
 - Ottó Boros
 - Zoltán Dömötör
 - László Felkai
 - Dezső Gyarmati
 - István Hevesi
 - László Jeney
 - Tivadar Kanizsa
 - György Kárpáti
 - András Katona
 - János Konrád
 - Kálmán Markovits
 - Mihály Mayer

 - Péter Rusorán

- Weightlifting
 - Men's middleweight:
 - Győző Veres

2.3.5 1964 Tokyo

- **Gold medalists**

- Fencing

- Men's individual sabre: Tibor Pézsa
- Women's individual foil: Ildikó Rejtő
- Woman's team foil: Judit Ágoston
Lidia Dömölky
Katalin Juhász
Paula Marosi
Ildikó Rejtő
- Men's team épée: Árpád Bárány
Tamás Gábor
István Kausz
Győző Kulcsár
Zoltán Nemere

- Football

- Men's team: Ferenc Bene
Tibor Csernai
János Farkas
József Gelei
Kálmán Ihász
Sándor Katona
Imre Komora
Ferenc Nógrádi
Dezső Novák
Árpád Orbán
Károly Palotai
Antal Szentmihályi
Gusztáv Szepesi
Zoltán Varga

- Modern pentathlon

- Men's single: Ferenc Török

- Shooting
 - Rifle prone 50 m: László Hammerl
 - Water polo
 - Men's team:
 - Miklós Ambrus
 - András Bodnár
 - Ottó Boros
 - Zoltán Dömötör
 - László Felkai
 - Dezső Gyarmati
 - Tivadar Kanizsa
 - György Kárpáti
 - János Konrád
 - Mihály Mayer
 - Dénes Pócsik
 - Péter Rusorán
- Wrestling
 - Greco-Roman featherweight: Imre Polyák
 - Greco-Roman bantamweight: István Kozma
- **Silver medalists**
 - Athletics
 - Women's javelin throw: Márta Antal
 - Men's javelin throw: Gergely Kulcsár
 - Men's hammer throw: Gyula Zsivótzky
 - Canoeing
 - Men's K-1 1000 m: Mihály Hesz
 - Gymnastics
 - Woman's uneven bars: Katalin Makray
 - Weightlifting
 - Men's middleweight: Géza Tóth
 - Men's bantamweight: Imre Földi

- **Bronze medalists**
 - Athletics
 - Men's shot put: Vilmos Varjú
 - Gymnastics
 - Woman's floor: Anikó Ducza
 - Modern pentathlon
 - Men's team: Imre Nagy
Ferenc Török
Ottó Török
 - Shooting
 - Rifle three positions 50 m: László Hannerl
 - Weightlifting
 - Men's middleweight: Győző Veres

2.3.6 1968 Mexico

- **Gold medalists**

- Athletics

- Men's hammer throw: Gyula Zsivótzky

- Woman's javelin throw: Angéla Németh

- Fencing

- Men's team épée: Pál Nagy
Csaba Fenyvesi
Győző Kulesár
Zoltán Nemere
Pál Schmitt

- Canoeing

- Men's K-1 1000 m: Mihály Hesz

- Men's C-1 1000 m: Tibor Tatai

- Fencing

- Men's individual épée: Győző Kulesár

- Football

- Men's team: István Básti
Antal Dunai
Lajos Dunai
Károly Fatér
László Fazekas
István Juhász
László Keglovich
Lajos Kocsis
Iván Menczel
László Nagy
Ernő Noskó
Dezső Novák
Miklós Páncsics
Miklós Szalay
Zoltán Szarka
Lajos Szücs

- Modern pentathlon
 - Men's team:
 - András Balczó
 - István Móna
 - Ferenc Török
- Wrestling
 - Greco-Roman heavyweight: István Kozma
 - Greco-Roman bantamweight: János Varga
- **Silver medalists**
 - Athletics
 - Men's walk 50 km: Antal Kiss
 - Canoeing
 - Men's K-2 1000 m:
 - Csaba Giczy
 - István Tímár
 - Men's C-2 1000 m:
 - Tamás Wichmann
 - Gyula Petrikovics
 - Woman's K-2 500 m:
 - Anna Pfeffer
 - Katalin Rozsnyói
 - Fencing
 - Woman's team foil:
 - Ildikó Bóbis
 - Mária Gulácsy
 - Paula Marosi
 - Lídia Dömölky
 - Ildikó Rejtő
 - Men's individual foil: Jenő Kamuti
 - Modern pentathlon
 - Men's single: András Balczó
 - Shooting
 - Rifle prone 50 m: László Hammerl
 - Rowing
 - Men's coxless four:
 - Zoltán Melis
 - György Sarlós
 - József Csermely
 - Antal melis

- Weightlifting

- Men's bantamweight Imre Földi

• **Bronze medalists**

- Athletics

- Women's discus throw: Jolán Kontsek
- Men's javelin throw: Gergely Kulcsár
- Men's hammer throw: Lázár Lovász
- Women's pentathlon: Annamária Kovács

- Canoeing

- Men's K-4 1000 m: Csaba Giczy
István Tímár
Imre Szöllősi
István Csizmadia

- Fencing

- Woman's individual foil: Ildikó Rejtő
- Men's individual sabre: Tibor Pézsa
- Men's team sabre: Péter Bakonyi
János Kalmár
Tamás Kovács
Miklós Meszéna
Tibor Pézsa

- Water polo

- Men's team: András Bodnár
Ottó Boros
Zoltán Dömötör
László Felkai
Ferenc Konrád
János Konrád
Mihály Mayer
Endre Molnár
Dénes Pócsik
László Sárosi
János Steinmetz

- Weightlifting

- Men's middleweight: Károly Bakos

-Wrestling

- Greco-Roman welterweight: Károly Bajkó

- Freestyle light heavyweight: József Csatári

2.3.7 1972 Munich

- **Gold medalists**

- Boxing

- Light flyweight: György Gedó

- Fencing

- Men's individual épée: Csaba Fenyvesi

- Men's team épée: Sándor Erdős
Csaba Fenyvesi
Győző Kulesár
István Osztarics
Pál Schmitt

- Modern pentathlon

- Men's single: András Balczó

- Weightlifting

- Men's bantamweight: Imre Földi

- Wrestling

- Greco-Roman middleweight: Csaba Hegedűs

- **Silver medalists**

- Boxing

- Welterweight: János Kajdi

- Lightweight: László Orbán

- Canoeing

- Men's C-1 1000 m: Tamás Wichmann

- Men's K-2 1000 m: József Deme

- János Rátkai

- Fencing

- Woman's individual foil: Ildikó Bóbis

- Men's individual foil: Jenő Kamuti

- Men's individual sabre: Péter marót

- Woman's team foil: Ildikó Bóbis
Ildikó Rónay
Ildikó Rejtő

	Mária Szolnoki
	Ildikó Tordasi
- Football	
- Men's team:	László Bálint
	László Branikovits
	Antal Dunai
	Ede Dunai
	István Géczi
	Péter Juhász
	Lajos Kocsis
	Mihály Kozma
	Lajos Kű
	Miklós Páncsics
	Ádám Rothermel
	Lajos Szűcs
	Kálmán Tóth
	Béla Várady
	Péter Vépi
	Csaba Vidáts
- Modern pentathlon	
- Men's team:	Pál Bakó
	András Balczó
	Zsigmond Villányi
- Swimming	
- Woman's backstroke 100 m:	Andrea Gyarmati
- Water polo	
- Men's team:	András Bognár
	Tibor Cservenyák
	Tamás Faragó
	István Görgényi
	István Kásás
	Ferenc Konrád
	István Magos
	Endre Molnár

- | | |
|----------------------------------|---------------------|
| | Dénes Pócsik |
| | László Sárosi |
| | István Szívós |
| - Weightlifting | |
| - Men's flyweight: | Lajos Szűcs |
| • Bronze medalists | |
| - Boxing | |
| - Featherweight: | András Botos |
| - Canoeing | |
| - Men's K-1 1000 m: | Géza Csapó |
| - Woman's K-1 500 m: | Anna Pfeffer |
| - Fencing | |
| - Men's individual épée: | Győző Kulcsár |
| - Men's team sabre: | Péter Bakonyi |
| | Pál Gerevich |
| | Tamás Kovács |
| | Péter Marót |
| | Tibor Pézsa |
| - Gymnastics | |
| - Woman's all-around team: | Ilona Békési |
| | Mónika Császár |
| | Márta Kelemen |
| | Kéry Anikó |
| | Krisztina Medveczky |
| | Zsuzsanna Nagy |
| - Shooting | |
| - Rifle three positions 50 m: | Lajos Papp |
| - Swimming | |
| - Woman's butterfly 100 m: | Andrea Gyarmati |
| - Men's individual medley 400 m: | András Hargitay |
| - Weightlifting | |
| - Men's featherweight: | János Benedek |
| - Men's flyweight: | Sándor Holczreiter |

- Men's middleweight: György Horváth
- Wrestling
 - Freestyle middleweight: Károly Bajkó
 - Freestyle heavyweight: József Csatári
 - Freestyle bantamweight: László Klinga
 - Greco-Roman heavyweight: Ferenc Kiss

2.3.8 1976 Montreal

- **Gold medalists**

- Athletics

- Men's javelin throw: Miklós Németh

- Fencing

- Woman's individual foil: Ildikó Tordas

- Gymnastics

- Men's pommel horse: Zoltán Magyar

- Water polo

- Men's team: Gábor Csapó
Tibor Cservenyák
Tamás Faragó
György Gerendás
György Horkai
György Kenéz
Ferenc Konrád
Endre Molnár
László Sárosi
Attila Sudár
István Szívós

- **Silver medalists**

- Canoeing

- Men's C-1 1000 m: Géza Csapó

- Men's C-1 500 m: Zoltán Sztanity

- Woman's K-2 500 m: Anna Pfeffer

- Klára Rajnai

- Weightlifting

- Men's flyweight: György Kőszegi

- Wrestling

- Freestyle heavyweight: József Balla

- **Bronze medalists**

- Canoeing

- Woman's K-1 500 m: Klára Rajnai
- Men's C-1 1000 m: Tamás Wichmann
- Men's K-2 1000 m: Zoltán Bakó
István Szabó
- Men's C-2 500 m: Tamás Buday
Oszkár Frey
- Men's C-2 1000 m: Tamás Buday
Oszkár Frey

- Fencing

- Men's individual épée: Győző Kulcsár
- Women's team foil: Ildikó Bóbis
Edit Kovács
Magda Maros
Ildikó Rejtő
Ildikó Tordasi

- Gymnastics

- Woman's uneven bars: Márta Egervári

- Handball

- Woman's team: Éva Angyal
Mária Berzsenyi
Ágota Bujdosó
Klára Horváth
Ilona Nagy
Mariann Nagy
Erzsébet Németh
Márta Pacsai
Zsuzsanna Pethő
Amália Sterbinszky
Rozália Toman
Borbála Tóth-Harsányi
Katalin Tóth-Harsányi
Mária Vanya

- Judo
 - Men's lightweight: József Tuncsik
- Modern pentathlon
 - Men's team: Tamás Kancsal
Tibor Maracszó
Sasics Szvetisláv
- Weightlifting
 - Men's middleweight: Péter Baczakó
- Wrestling
 - Greco-Roman featherweight: László Réczy

2.3.9 1980 Moscow

- **Gold medalists**

- Canoeing

- Men's C-2 500 m: László Foltán
István Vaskuti

- Gymnastics

- Men's pommel horse: Zoltán Magyar

- Shooting

- Rifle prone 50 m: Károly Varga

- Swimming

- Men's backstroke 200 m: Sándor Wladár

- Weightlifting

- Men's light heavyweight: Péter Baczakó

- Wrestling

- Greco-Roman light heavyweight: Norbert Növényi

- Greco-Roman welterweight: Ferenc Kocsis

- **Silver medalists**

- Canoeing

- Men's K-2 1000 m: István Joós
István Szabó

- Fencing

- Men's individual épée: Ernő Kolczonay

- Women's individual foil: Magda Maros

- Modern pentathlon

- Men's single: Tamás Szombathelyi

- Men's team: László Horváth

- Tibor Maracsó

- Tamás Szombathelyi

- Swimming

- Men's backstroke 200 m: Zoltán Verrasztó

- Men's breaststroke 200 m: Albán Vermes

- Wrestling
 - Freestyle super heavyweight: József Balla
 - Greco-Roman bantamweight: Lajos Rácz
 - Greco-Roman featherweight: István Tóth

- **Bronze medalists**
 - Boxing
 - Heavyweight: István Lévai
 - Bantamweight: János Váradi
 - Canoeing
 - Women's K-2 500 m: Éva Rakusz
Mária Zakariás
 - Fencing
 - Men's individual sabre: Imre Gedővári
 - Men's team sabre: Pál Gerevich
Imre Gedővári
Ferenc Hammang
György Nébald
Rudolf Nébald
 - Woman's team foil: Edit Kovács
Magda Maros
Ildikó Tordasi
Gertrúd Stefanek
Zsuzsanna Szőcs
 - Gymnastics
 - Men's all-around team: Ferenc Donáth
György Guczoghy
Zoltán Kelemen
Péter Kovács
Zoltán Magyar
István Vámos
 - Judo
 - Men's extra lightweight: Tibor Kincses
 - Men's heavyweight: András Ozsvár

- Sailing
 - Flying Dutchman: Szabolcs Detre
- Swimming
 - Men's individual medley 400 m: Zoltán Verrasztó
- Water polo
 - Men's team:
 - Gábor Csapó
 - Tamás Faragó
 - György Gerendás
 - Károly Hauszler
 - György Horkai
 - István Kiss
 - László Kuncz
 - Endre Molnár
 - Attila Sudár
 - István Szívós
 - István Udvardi
- Weightlifting
 - Men's heavyweight: György Szalai
- Wrestling
 - Freestyle middleweight: István Kovács
 - Greco-Roman light flyweight: Ferenc Seres

2.3.10 1988 Seoul

- **Gold Medalists**

- Canoeing

- Men's K-4 1000 m: Attila Ábrahám

- Ferenc Csipes

- Zsolt Gyulay

- Sándor Hódosi

- Men's K-1 500 m: Zsolt Gyulay

- Fencing

- Men's team sabre: Imre Bujdosó

- László Csongrádi

- Imre Gedóvári

- György Nébald

- Bence Szabó

- Gymnastics

- Men's pommel horse: Zsolt Borkai

- Modern pentathlon

- Men's team: János Martinek

- Attila Mizsér

- László Fábán

- Men's single: János Martinek

- Swimming

- Men's individual medley 200 m: Tamás Darnyi

- Men's individual medley 400 m: Tamás Darnyi

- Men's breaststroke 200 m: József Szabó

- Woman's backstroke 200 m: Krisztina Egerszegi

- Wrestling

- Greco-Roman bantamweight: András Sike

- **Silver medalists**

- Canoeing

- Women's K-4 500 m: Erika Géczi

- Rita Kőbán

- Erika Mészáros
Éva Rakusz
- Swimming
 - Woman's backstroke 100 m: Krisztina Egerszegi
 - Men's breaststroke 100 m: Károly Güttler
 - Weightlifting
 - Men's heavyweight: József Jacsó
 - Men's light heavyweight: István Messzi
 - Wrestling
 - Greco-Roman middleweight: Tibor Komáromi
- **Bronze medalists**
- Boxing
 - Light flyweight: Róbert Isaszegi
 - Canoeing
 - Men's K-2 500 m: Attila Ábrahám
Ferenc Csipes
 - Fencing
 - Women's team foil: Zsuzsa Jánosi
Edit Kovács
Gertrúd Stefanek
Zsuzsanna Szócs
Katalin Tuschák
 - Men's team foil: István Busa
Zsolt Érsek
Róbert Gátai
Pál Szekeres
István Szelei
 - Shooting
 - Rapid fire pistol 25 m: Zoltán Kovács
 - Rifle prone 50 m: Attila Záhonyi

2.3.11 1992 Barcelona

- **Gold medalists**

- Canoeing

- Women's K-4 1000 m: Rita Kőbán
Éva Dónusz
Erika Mészáros
Kinga Czigány

- Fencing

- Men's individual sabre: Bence Szabó

- Gymnastics

- Women's vault: Henrietta Ónodi

- Judo

- Men's half heavyweight: Antal Kovács

- Swimming

- Women's individual medley 400 m: Krisztina Egerszegi
- Men's individual medley 400 m: Tamás Darnyi
- Women's backstroke 100 m: Krisztina Egerszegi
- Men's individual medley 200 m: Tamás Darnyi
- Women's backstroke 200 m: Krisztina Egerszegi

- Wrestling

- Greco-Roman lightweight: Attila Repka
- Greco-Roman middleweight: Péter Farkas

- **Silver medalists**

- Canoeing

- Men's K-1 500 m: Zsolt Gyulai
- Women's K-1 500 m: Rita Kőbán
- Men's K-4 1000 m: Ferenc Csipes
Zsolt Gyulai
Attila Ábrahám
László Fidel

- Fencing

- Men's team épée: Iván Kovács

- | | |
|----------------------------------|-------------------|
| | Krisztián Kulcsár |
| | Ferenc Hegedűs |
| | Ernő Kolczonay |
| | Gábor Totola |
| - Men's team sabre: | Bence Szabó |
| | Csaba Köves |
| | György Nébald |
| | Péter Abay |
| | Imre Bujdosó |
| - Gymnastics | |
| - Women's floor: | Henrietta Ónodi |
| - Judo | |
| - Men's half lightweight: | József Csák |
| - Men's lightweight: | Bertalan Hajtós |
| - Modern pentathlon | |
| - Individual competition: | Attila Mizsér |
| - Swimming | |
| - Men's breaststroke 100 m: | Norbert Rózsa |
| - Men's breaststroke 200 m: | Norbert Rózsa |
| - Women's backstroke 100 m: | Tünde Szabó |
|
 | |
| • Bronze medalists | |
| - Boxing | |
| - Flyweight: | István Kovács |
| - Light middleweight: | György Mizsei |
| - Light heavyweight: | Zoltán Béres |
| - Canoeing | |
| - Men's C-1 500 m: | György Zala |
| - Women's K-2 500 m: | Rita Kóbán |
| | Éva Dónusz |
| - Judo | |
| - Men's heavyweight: | Imre Csősz |
| - Swimming | |
| - Men's individual medley 200 m: | Attila Czene |

2.3.12 1996 Atlanta

- **Gold medalists**

- Athletics

- Men's hammer throw: Balázs Kiss

- Boxing

- Bantamweight: István Kovács

- Canoeing

- Men's C-2 500 m: György Kolonics

- Csaba Horváth

- Women's K-1 500 m: Rita Kőbán

- Swimming

- Men's breaststroke 200 m: Norbert Rózsa

- Woman's backstroke 200 m: Krisztina Egerszegi

- Men's individual medley 200 m: Attila Czene

- **Silver medalists**

- Canoeing

- Men's K-4 1000 m: András Rajna

- Gábor Horváth

- Ferenc Csipes

- Attila Adrovicz

- Fencing

- Men's team sabre: Csaba Köves

- József Navarrate

- Bnce Szabó

- Gymnastics

- Men's rings: Szilveszter Csollány

- Swimming

- Men's breaststroke 200 m: Károly Güttler

- **Bronze medalists**

- Canoeing

- Men's C-1 500 m: Imre Pulai

- Men's C-1 1000 m: György Zala
- Men's C-2 1000 m: György Kolonics
Csaba Horváth
- Fencing
 - Men's individual épée: Géza Imre
 - Women's individual épée: Göngyi Szalay
- Handball
 - Woman's team: Éva Erdős
Andrea Farkas
Beáta Hoffmann
Anikó Kántor
Erzsébet Kocsis
Beatrix Kőkény
Eszter Mátéfi
Augusztina Mátyás
Anikó Meksz
Anikó Nagy
Helga Németh
Ildikó Pádár
Beáta Siti
Anna Szántó
Katalin Szilágyi
Beatrix Tóth
- Modern pentathlon
 - Men's individual: János Martinek
- Swimming
 - Women's individual medley 400 m: Krisztina Egerszegi
 - Women's breaststroke 200 m: Ágnes Kovács
- Weightlifting
 - Men's lightweight -70 kg: Attila Feri

2.3.13 2000 Sydney

- **Gold medalists**

- Canoeing

- Men's C-1 500 m: György Kolonics

- Men's C-2 500m: Ferenc Novák

- Imre Pulai

- Men's K-2 500 m: Zoltán Kammerer

- Botond Storcz

- Men's K-4 1000 m: Ákos Vereckei

- Gábor Horváth

- Zoltán Kammerer

- Botond Storcz

- Fencing

- Woman's individual épée: Tímea Nagy

- Gymnastics

- Men's rings: Szilveszter Csollány

- Swimming

- Woman's breaststroke 200 m: Ágnes Kovács

- Water polo

- Men's team: Attila Vári

- Zoltán Szécsi

- Bulcsú Székely

- Zsolt Varga

- Tamás Márcz

- Tamás Molnár

- Barnabás Steinmetz

- Tamás Kásás

- Gergely Kiss

- Zoltán Kósz

- Tibor Benedek

- Péter Biros

- Rajmund Fodor

- **Silver medalists**

- Canoeing

- Women's K-2 500 m: Katalin Kovács
Szilvia Szabó
 - Women's K-4 500 m: Rita Kőbán
Katalin Kovács
Szilvia Szabó
Erzsébet Viski

- Handball

- Women's team: Beatrix Balogh
Rita Deli
Ágnes Farkas
Andrea Farkas
Anikó Kántor
Beatrix Kőkény
Anita Kulcsár
Dóra Lővy
Anikó Nagy
Ildikó Pádár
Katalin Pálinger
Krisztina Pigniczki
Bojana Radulovics
Judit Simics
Beáta Siti

- Modern pentathlon:

- Men's individual: Gábor Balogh

- Weightlifting

- Women's light heavyweight :Erzsébet Márkus

- Wrestling

- Greco-Roman middleweight: Sándor Bárdosi

- **Bronze medalists**

- Boxing

- Middleweight: Zsolt Erdei

- Canoeing

- Men's K-2 1000 m:

Krisztián Bártfai

Krisztián Veréb

- Shooting

- Women's skeet:

Diána Igaly

2.3.14 2004 Athens

- **Gold medalists**

- Canoeing:

- Woman's K-1 500 m: Natasa Janics
- Woman's K-2 500 m: Katalin Kovács
Natasa Janics
- Men's K-4 1000 m: Zoltán Kammerer
Botond Storcz
Ákos Vereckei
Gábor Horváth

- Fencing

- Women's individual épée: Tímea Nagy

- Modern pentathlon

- Women's individual: Zsuzsanna Vörös

- Shooting

- Women's skeet: Diána Igaly

- Water polo

- Men's team: Tibor Benedek
Péter Biros
Rajmund Fodor
István Gergely
Tamás Kásás
Gergely Kiss
Norbert Madaras
Tamás Molnár
Ádán Steinmetz
Barnabás Steinmetz
Zoltán Szécsi
Tamás Varga
Attila Vári

- Wrestling

- Greco-Roman bantamweight: István Majoros

- **Silver medalists**

- Athletics

- Men's discus throw: Zoltán Kővágó

- Canoeing

- Woman's K-4 500 m: Katalin Kovács

- Szilvia Szabó

- Erzsébet Viski

- Kinga Bóta

- Fencing

- Men's team épée: Gábor Boczkó

- Krisztián Kulcsár

- Iván Kovács

- Géza Imre

- Men's individual sabre: Zsolt Nemcsik

- Swimming

- Men's breaststroke 200 m: Dániel Gyurta

- Weightlifting

- Women's light heavyweight: Eszter Krutzler

- **Bronze Medalists**

- Canoeing

- Men's C-1 1000 m: Attila Vajda

- Men's C-2 1000 m: György Kozmann

- György Kolonics

- Swimming

- Men's individual medley 400 m: László Cseh

2.3.15 2008 Beijing

- **Gold medalists**

- Canoeing

- Men's C-1 1000 m: Attila Vajda
- Women's K-2 500 m: Katalin Kovács
Natasa Janics

- Water polo

- Men's team: Zolán Szécsi
Tamás Varga
Norbert Madaras
Dénes Varga
Tamás Kásás
Norbert Hosnyánszky
Gergely Kiss
Tibor Benedek
Dániel Varga
Péter Biros
Gábor Kis
Tamás Molnár
István Gergely

- **Silver medalists**

- Canoeing

- Women's K-4 500 m: Natasa Janics
Katalin Kovács
Danuta Kozák
Gabriella Szabó

- Swimming

- Men's butterfly 200 m: László Cseh
- Men's individual medley 200 m: László Cseh
- Men's individual medley 400 m: László Cseh

- Wrestling

- Greco-Roman light heavyweight: Zoltán Fodor

- **Bronze medalists**

- Canoeing

- Men's C-2 1000 m:

György Kozmann

Tamás Kiss

- Fencing

- Woman's épée:

Ildikó Mincza-Nébald

2.3.16 2012 London

- **Gold medalists**

- Athletics

- Men's hammer throw: Krisztián Pars

- Canoeing

- Men's K-2 1000 m: Rudolf Dombi

- Roland Kőkény

- Woman's K-1 500 m: Danuta Kozák

- Woman's K-4 500 m: Krisztina Fazekas

- Katalin Kovács

- Danuta Kozák

- Gabriella Szabó

- Fencing

- Men's individual sabre: Áron Szilágyi

- Gymnastics

- Men's pommel horse: Krisztián Berki

- Swimming

- Men's breaststroke 200 m: Dániel Gyurta

- Woman's 10 km marathon: Éva Risztov

- **Silver medalists**

- Canoeing

- Men's K-4 1000 m: Zoltán Kammerer

- Tamás Kulifai

- Dániel Pauman

- Dávid Tóth

- Women's K-2 500 m: Natasa Dusev-Janics

- Katalin Kovács

- Judo

- Men's half lightweight: Miklós Ungvári

- Wrestling

- Greco-Roman welterweight: Tamás Lőrincz

- **Bronze medalists**

- Canoeing

- Woman's K-1 200 m: Natasa Dusev-Janics

- Judo

- Woman's extra lightweight: Éva Csernoviczki

- Modern pentathlon

- Men's: Ádám Marosi

- Swimming

- Men's individual medley 200 m: László Cseh

- Wrestling

- Greco-Roman featherweight: Péter Módos

- Freestyle middleweight: Gábor Hatos

Chapter 3

PRESENT

The aim of this part of the thesis is to present the current situation in Hungary in connection with the Olympic Movement. A lot of good practices are shown by the Hungarian Olympic Committee and the National Olympic Academy of Hungary how the Olympism can be made more widespread.

Besides, there is a clear view how sponsors can promote the Olympic Movement by using the Olympic Brand in their advertising. There are several good examples that are shown in this part of the thesis.

3.1 Hungarian Olympic Committee

The Hungarian Olympic Committee is the second oldest public organization, after the Red Cross Society, which was established by the Hungarian Holy Crown Countries in 1881. The Hungarian Olympic Committee which was founded in 1895 is the sixth National Olympic Committee founded in the world followed by the French, Greek, German, U.S. and Australian National Olympic Committees.

“The Hungarian Olympic Committee is committed to assist future, present and former Olympic athletes with academic career pursued in institutions of higher education at their choice and secure their return to the society upon retiring from active competitive sport. Consequently, the Hungarian Olympic Committee launched a program titled Olympic Career Path to help Olympians educate themselves. Currently, out of 750 athletes from the Hungarian National Olympic Teams 140 sportsmen and sportswomen are attending institutions of higher education and an additional 170 athletes have already indicated their intention to continue with their studies. The Hungarian Olympic Committee has already signed cooperation agreements with 24 various institutions of higher education nation-wide to provide easier access for the athletes to universities, receive financial benefits and mentor assistance if required. The HOC set aside a significant financial assistance that is 50.000 USD to help Olympians continue with their academic career. As a tradition prior to Summer Games the Hungarian Olympic Committee has again launched a language course program for the

potential Olympic athletes, coaches and sports managers to refresh and improve their English language knowledge.”⁴

The Executive Board of the Hungarian Olympic Committee is active in boosting the popularity of the Olympic ideals besides the organizations and coordination of the Olympic preparation and participation. There is a campaign called "Fair Play is the Only Way", which has reached nation-wide dimensions. There is a 24-hour "Doping Doctor" telephone assistance available with professional aid, support and information.

3.2 Program and activities of the National Olympic Academy of Hungary

The National Olympic Academy of Hungary started its work in 1985. The NOA of Hungary organized its first Olympic roaming conference the year after its foundation in 1986. The original aim of the conference was to deliver the message of the Olympic Movement to the people so more and more of them become familiar with the values and traditions of the Olympism.

The National Olympic Academy of Hungary does an exceptional, versatile and valuable work in regards of preserving and extending traditions. As a result of its activity there are an ever growing number of schools choosing to name themselves after Olympic champions and or legendary figures from the Olympic Movement.

In the future the National Olympic Academy of Hungary would like to continue its work to preserve the values and ideals of the Olympism.

3.3 Physical Education teacher and youth sport coach training with regards to Olympism and Olympic education

The Faculty of Physical Education and Sport Sciences of Semmelweis University offers education programs at different levels (Bachelor, Master, and PhD). In order to become a PE teacher or youth sport coach the applicant has to apply for the program called "BSc in PE and Coaching" which program has the following description: "Physical Education and Coaching, a major, is a 3-year program (6 semesters) which awards Bachelor of Science Degree (B.Sc.) in Physical Education and Coaching. The granted degree is equivalent to the degree given in Hungarian-language

⁴ Homepage of the HOC (http://www.mob.hu/engine.aspx?page=MOB_english_history)

degree program. Within the full time courses students study subjects from the fields of natural, social and sport sciences, as well as the technical and tactical features of various sports and their training methods with the appropriate theoretical background. Within the full time courses students study subjects from the fields of natural, social and sport sciences, as well as the technical and tactical features of various sports and their training methods with the appropriate theoretical background. Graduates will learn the basic principles of the human body function in childhood and adult age in physical education and in sport. In addition during 6 semesters, students will also participate and gain much valued experience in recreation and sport camps. Students are required to take several examinations at the end of the courses, and prepare a thesis, which must be defended in front of an examination board. Studies are concluded with a Comprehensive State Exam.”⁵

In the list of subjects there are three course modules regarding Olympism and Olympic education. These modules are the followings: History of Sport, Introduction to Sport Pedagogy, and Olympism. The module History of Sport focuses on the ancient Olympic Games. The module Introduction to Sport Pedagogy is designed to integrate general pedagogical concepts of education into physical education and sport. The main goal of the course is to develop a thorough understanding of the special characteristics, aims, objectives, terms and progresses of sport as a natural and social science phenomenon with special regard to its pedagogical aspects. The module Olympism is an introductory course which provides a descriptive account of the historical forces which have shaped the development of the Olympic movement, the Olympic Games and its connection with the physical education and the modern sport in the XX century.

Besides this BSc program there is a 3 month long, non-degree course in English called “International Coaching Course” (ICC) offered by the Faculty of Physical Education and Sport Sciences of Semmelweis University in cooperation with the International Olympic Committee, Olympic Solidarity. “The ICC is designed to train and educate coaches from around the World. The program attempts to promote and develop excellence in coaching. The Course provides coaches with a systematic way to improve their knowledge and skills in the theoretical, technical and practical aspects of coaching. Course content in detail has been carefully selected to meet the needs of coaches working with generally young, developing athletes as well as with advanced

⁵ Homepage of the SE University (<http://english.tf.hu/education/bachelors-programme/bsc-in-pe-and-coaching>)

athletes of elite sport. To train a competent coach, completion of both theory and practical/technical components of the program is essential. Progress in the training program requires active coaching to implement the knowledge gained in the coaching course; therefore all participants are involved in practical coaching work in the leading Hungarian sport clubs. They are supervised by the senior lecturer and/or his/her assistants of the particular sport.”⁶

3.4 Olympic related activities in delivering Physical Education and Physical Activity in a school context

The National Olympic Academy of Hungary is dedicated to raise the number of Olympic schools. At this moment there are 21 schools in the network. These schools run their own Olympic education program and organize several events in connection with Olympism.

The first Summer Olympic Youth Camps was organized by the National Olympic Academy of Hungary in 1989. The original aims of the camp were to popularize sport and the Olympic idea as well as to preserve the values of the Olympic movement. Regarding the program there are lectures given by sports historians and representatives of the sport governance as well as informal meeting with former Olympic medalists and athletes who prepare for the actual Olympic Games.

3.5 The Olympic Brand in Hungary

Sponsorship is a discipline which has a wide theoretical background but the emphasis is on the practice. So only the most relevant information is discussed in terms of definitions and terms.

A lot of definitions can be found concerning the term ‘brand’. According to Bennett (1988, p. 27) *“a brand is a name, term, design, symbol or any other feature that identifies one seller’s good or service as distinct from those of other sellers.”*

Brand equity *“is a set of assets and liabilities linked to a brand, its name and symbol that adds to or subtracts from the value provided by its product or service to a firm/or to the firm’s customers.”* (Aaker, 1991, p. 15)

⁶ Homepage of the SE University (<http://english.tf.hu/education/coaching-programme/programme-description>)

- The set of assets and liabilities linked to Olympic Brand is the following.

Table No 1: Olympic Brand Assets &Liabilities

Assets	Liabilities
Olympic Ideals/Values	Failure to live up on brand “promise”
Point-of-difference	Lack of “brand control”
Unique marketing platform	Organizational Structure
Rich in “associative imagery”	Not “investing” in the brand
Consumers have real sense of equity in	True understanding of brand
Brand awareness	Youth not connected with brand
High consumer interest	Clutter
Consumer recognize importance of sponsors	Over commercialization
Purchase power of Olympic brand	

Source: B. Séguin: Brand concepts and Olympic Brand lecture at University of Peloponnese in collaboration with the International Olympic Academy, Greece, 2011

- **Positioning**

According to Aaker (1996, p. 71) positioning is *“the part of the brand identity and value proposition that is to be actively communicated to the target audience and that demonstrates an advantage over competing brands.”*

- **Promotional mix**

One of the 4Ps is promotion (the other three Ps are product, price, and place). *“Promotional Mix includes advertising, sales promotion, public relation/publicity, personal selling, plus direct marketing and Internet/interactive media. Direct marketing is direct mail, mail order catalogs, database marketing, direct selling, telemarketing, and direct response ads through direct mail, the Internet, and various media.”* (Bench and Bench, 2008, p. 59)

- **Sponsors**

The Hungarian Olympic Committee has several sponsors groups based on the amount of money they give to the HOC. These groups and the sponsors are as follows:

Main sponsor: E-ON.

Diamond sponsors: Adidas, Suzuki.

Gold sponsors: Coop, Danubius Hotels Group, K & H, MVM Paksi Atomerőmű, T-Services.

Top Sponsors: Béres Gyógyszergyár Zrt, Dover, Coca-Cola, Homm Kft, Hungest Hotels Hungary, Mtv, Pannónia Életbiztosító, Pegazus Sport Tours Kft, Syma Hungary, Visual Power, Samsung.

Sponsors: Diamond Project Holding

Partners: Orna Gift, PBS Hungária, Régi Sipos.

These sponsors pay a certain amount of money to the HOC that allow them to use the word of ‘Olympic(s)’ and the logo of the Hungarian Olympic Committee. Having the symbols of Olympism on a company’s product may result that the customers associate the company with the Olympic Brand, the Olympic Games, or the Olympism itself which means the “best of us”.

- **Examples**

Four examples are shown. Three of them are about companies which are “gold sponsors” of the Hungarian Olympic and/or Paralympic Committee (HPC). The fourth one is a good example of using the word “Olympics” without being an official sponsor or partner of HOC or HPC.

In all cases a photo montage can be seen which shows several type of activities as part of promotional campaign of the following companies.

- K & H
- Coop
- Vodafone Hungary
- OTP

A short description of the above mentioned companies can be read as well as the elements of the promotional mix that they use in their sponsor activation.

- K & H

K & H is a financial services (banking, insurance) provider with one of the largest clientele in Hungary. Its leading position in the corporate segment and its newly reinforced second place in retail services also oblige K & H to actively participate in community affairs, one of which is being one of the main sponsors of the Hungarian Olympic Committee.

Drawing No 1: K & H's promotional campaign



In its promotional campaign K & H used

- advertising,
- public relation/publicity,
- personal selling,
- direct marketing (direct mail, database marketing, telemarketing, and direct response ads through direct mail),
- and internet.

The logos show that K & H is the “Bank of the Hungarian Olympic and Paralympic Committee”.

- **Coop**

Coop is one of the largest supermarket chains in Hungary. It is a Hungarian company which can be found in 1650 cities and villages and has 3000 supermarkets all over the country. Coop has been one of the gold sponsors of the HOC since 1996.

Drawing No 2: Coop's promotional campaign



Coop in its promotional activity made a huge mistake. They had chosen athletes to promote the company who didn't qualify themselves for the Olympic Games. So the company had to change the promoting faces of the brand during the campaign.

Coop used the following elements of the promotional mix in its activation:

- advertising,
- public relation/publicity,
- direct marketing,
- internet,
- and various interactive media.

The logo shows that Coop is the "Official Sponsor of the Hungarian Olympic Committee".

- **Vodafone Hungary**

Vodafone Hungary started its operation in 1999 and has become one of the three leading companies of the telecommunication market. Since its foundation Vodafone Hungary has been committed to corporate responsibility programs, one of which is being a sponsor of the Hungarian Paralympic Committee.

Drawing No 3: Vodafone Hungary's promotional campaign



In its promotional campaign Vodafone Hungary used:

- advertising,
- sales promotion,
- public relation/publicity,
- personal selling,
- internet,
- interactive media,
- and direct marketing (direct mail, mail order catalogs, database marketing, direct selling, telemarketing, and direct response ads through direct mail)

- **OTP**

OTP Group provides its universal financial services through several subsidiaries such as traditional banking operations and specialized services including car leasing, investment funds, and insurance. As one of its corporate responsibility programs OTP is committed to being a sponsor of the Special Olympics Hungary.

Drawing No 4: OTP’s promotional campaign



In its promotional campaign OTP used:

- advertising,
- public relation/publicity,
- personal selling,
- direct marketing (direct mail, database marketing, telemarketing, and direct response ads through direct mail),
- internet,
- and various media.

The logo shows that OTP is the sponsor of the Special Olympics Hungary and allowed to use the word of ‘Olympics’ without being a sponsor of the Hungarian Olympic or Paralympic Committee.

Chapter 4

FUTURE

No one can see the future, neither I. So this part of the thesis is not about predicting the possible future results of Hungary at the Olympic Games. Though it shows a possible solution not only to maintain the country's success but also engage millions of people in Olympism. This solution is hosting the Games.

Budapest, it is your turn...

4.1 Feasibility Study – Budapest, Hungary

In 2002 the Hungarian Ministry of Youth and Sport asked the PricewaterhouseCoopers International Limited to make an overall analysis of the possibility of hosting the 2012 Summer Olympic Games in Budapest. After the feasibility study had been made, the Government and the Budapest Municipal Council in agreement with the Hungarian Olympic Committee decided to cancel the application for hosting the 2012 Summer Olympic Games in Budapest.

In 2006, a civil association, the “Budapest Olympic Movement” asked the PricewaterhouseCoopers to revise the former feasibility study and make an analysis of the possibility of hosting the 2020 Summer Olympic Games in Budapest.

The aim of the review of the former feasibility study was to answer the following questions which had been raised since 2002:

- What are the changes in the budget concerning the infrastructure development comparing the amount published in the former feasibility study?
- What are the changes in financing the planned development?
- In the light of the governmental financing structure during the 2007-2020 period, will Hungary be able to host the Summer Olympic Games?
- What are the new information concerning the budget of the OCOG after the 2004 Athens Olympic Games?
- What are the changes in hosting the Olympic Games from an economical point of view?

In order to answer these questions, in the feasibility study the following chapters were reviewed:

- Infrastructure development
- Tourism, accommodation, investment
- Financing methods
- The revenues and expenditures of the OCOG
- The macroeconomic effects of hosting the Games

- **Advantages and risks of staging the Games**

Staging the Olympic Games has several advantages and risks that can easily turn into disadvantages if something goes wrong during the preparatory and implementation phase of the Games. These advantages and risks can be seen below in Table No 2..

Table No 2: Advantages and risks of staging the Games

Advantages	Risks
Hungary will witness a substantial leap forward: modern sport facilities, new roads, hotels, residential districts will be built, the infrastructure will be renewed and the capital will develop as never since the end of the 19th century when its metropolis feature was created. The high-speed infrastructural development accelerates the country's closing up to the European Union level.	The growth of the Hungarian economy which is less favorable than expected can cause disadvantageous balance conditions during certain phases of the Olympic preparations.
As 40% of the infrastructural investments take place on national level – improving the public roads and railway system make the country towns also develop. The quickly constructed motorway system brings forward the closing up of the less developed areas of the country.	In case of lower growth – perhaps recession – of the world or European economy the stepped-up investments may cause a relatively larger burden on the budget which will be forced to draw away resources from other areas.

<p>Additional investments will take place at the sports venues outside the capital.</p>	<p>Investments already started cannot be stopped, even if the costs are underestimated, the Olympic Games mean a certain path the country is forced to follow and it draws other resources from the budget.</p>
<p>Developments in connection with the Olympic Games increase the trust in the country and encourage the flow of foreign capital into Hungary.</p>	<p>Bad arrangements and extended constructions – even if the acceleration compensating for this is taken into consideration – may significantly increase the construction costs.</p>
<p>Budapest becomes the economic, financial and cultural centre of the region.</p>	<p>Lower level of the EU resources or a decent participation of the private capital can jeopardize the implementation of the background infrastructural projects.</p>
<p>Investments of the Olympic project may improve the utilization of the country's resources and according to PWC the increase of GDP may become by 0,1-0,2 % faster.</p>	<p>Certain unfavourable conditions may cause social tension. It is inevitable to have good and continuous relations to the public.</p>
<p>1,2 million tourists are expected to visit the Games. Due to the Olympics the reputation of the country grows which will have positive effect on the future tourism.</p>	<p>The Olympic Games as the largest event of the world may call the attention of international terrorism.</p>
<p>It offers exceptional opportunity for country propaganda. Thousands of journalists and visitors arrive to the capital, get experiences and bring our good reputation to the world. During the years of preparation the ever growing media interest will put our country into the highlight.</p>	<p>If the post-utilization of the facilities are not planned properly unnecessary facilities are built with maintenance costs to be borne by the future generations.</p>

<p>Investments of the Olympic project will have positive effect on employment.</p>	<p>The attendance of the Olympic events may not reach the level expected. It leads not only to revenue decrease but also to a loss of prestige.</p>
<p>Substantial effect on human resources: development of personal capabilities, international experience and reputation – a number of experts will be available who are able to negotiate and build relationships at international level in the organizational process of a gigaproject.</p>	<p>In lack of appropriate and effective PR work it is impossible to obtain wide support from the population and the business operators in a historically skeptic and pessimistic nation („we take our pleasure sadly”).</p>
<p>Positive social influence: there will be an opportunity for a national union that has not been seen for a long time. Irrespective of political orientation everybody will be proud of Budapest, the efforts of the country, and of our Olympics. Staging the Olympic Games would be able to unite Hungary – this time for a long term – since the political transformation and after joining NATO and the European Union.</p>	<p>The Olympic constructions and the Olympic events may disturb the usual life (traffic etc.) of the capital.</p>
<p>Psychological effects: Hungary proves to the world and mainly to itself that it is able to think great and implement it – this positive mind may bring a change of paradigm which could place the country's and the nation's growth course to a higher curve in the decades to come.</p>	
<p>An old dream comes true: during the competition the largest sports event of the world will take place in the city and becomes available for those who love and understand sports.</p>	

**The items of the table were taken from the following website: http://www.budapestiolimpia.hu/?lang=eng&page_id=21*

- **Cost implication**

- The revenues and expenditures

The key financial items of hosting the Games are the following: bidding costs, organizational costs and the costs of the development (“Olympic development” or “Olympic investment” costs) which are made only for the Games.

Table No 3: The key financial items of hosting the Games

	Category	2012*	2012** inflation adjusted	2016**	2020**
(1)	Bidding costs	4	5	5	5
(2)	OCOG’s costs	402	456	460	460
(3)=(1)+(2)	Gross bidding and OCOG’ costs	406	461	465	465
(4)	OCOG’s revenues deducted	424	450	460	460
(5)=(3)-(4)	Net bidding and OCOG’s costs	-18	11	5	5
(6)	“Olympic development” costs	427	512	513	513
(7)=(5)+(6)	Total cost of hosting the Games	409	523	518	518

**calculation was made in June 2002*

***calculation was made in June 2006*

(Billion Hungarian Forint)

The Table No 3 shows that the total cost of hosting the Games in 2020 is 518 billion Hungarian Forint (approximately 1 858 500 000 EUR).

The table doesn’t include the costs of the ‘pull forward’ developments because the government doesn’t want to finance it by asking for a loan so it won’t appear in the budget.

There are costs which would rise up without hosting the Games as well, but the money has to be spent during the preparatory phase of organizing the Olympic Games. So it means that it has to be calculated and added to the total money spent on hosting the Games.

Table No 4: Total costs of hosting the Games

	Category	2012*	2012** inflation adjusted	2016**	2020**
(1)	Gross bidding and organizing costs	406	461	465	465
(2)	“Olympic development” costs	427	512	513	513
(3)	“Pull forward” development costs that are planned by the city till 2016/2020 but needed in order to host the Games	790	967	1236	562
(4)	Development costs that are planned by the city till 2016/2020 but needed in order to host the Games	2957	3865	3418	4084
(5)=(3)+(4)	Total development costs that are not needed because of the Games	3747	4832	4654	4646
(6)=(2)+(5)	Total development costs	4174	5344	5167	5159
(7)=(1)+(6)	Total cost of hosting the Games	4580	5805	5632	5624
(8)	OCOG’s revenues deducted	424	450	460	460
(9)=(7)-(8)	Total net costs of hosting the Games	4156	5355	5172	5164

*calculation was made in June 2002

**calculation was made in June 2006

(Billion Hungarian Forint)

- **Budget of the bid and the OCOG**

The host city has to form an Organizing Committee for the Olympic Games (OCOG) whose task is to organize and implement the Games. The budget of the OCOG includes the revenues and expenditures which are important part of the bidding file.

According to the calculations the financial balance can be maintain without governmental financial support.

Table No 5: Revenues and expenditures

Revenues		Expenditures	
IOC	205	Sports events, Olympic village, MPC&IBC	166
Local marketing (private sector)	76	Other organizing expenses	294
Tickets	107		
Other revenues	72		
TOTAL	460*	TOTAL	460*

**approximately 1645 000 000 EUR
(Billion Hungarian Forint)*

- The revenues of the OCOG are the followings:

IOC: The largest sources of OCOG’s revenues are TV and marketing rights which are IOC controlled. The IOC signs the contract with the TV company and the IOC receives the 51% of the TV rights. Also the IOC signs the contract with the TOP sponsors in order to control the “look of the Games”.

Local marketing (private sector): It is also a huge source of the OCOG’s revenue since the Organizing Committee sells “sponsor packages” with the right of using the Olympic emblem and with advertising rights.

Tickets: Based on the price of the tickets sold in Athens it can be assumed that the same price can be determined in Budapest that would mean 106 billion Hungarian Forint (approximately 375 500 000 EUR) for the OCOG.

Other revenues: selling Olympic coins and stamps, the Olympic lottery and the financial support from governmental institutions may result some extra money for the Organizing Committee.

- The expenditures of the OCOG are the followings:

Operational costs: All the costs that arise from operating the Olympic village and the MPC&IBC.

Other organizational costs: This includes the wages (which are the main expenditures of the OCOG), the cost of information technology system, the cost of the telecommunication and other technologies, the cost of the internet system, the cost of the ceremonies and cultural events, the cost of medical care system, the cost of lodging and transportation, the cost of the security system, the cost of marketing and PR activities, and the cost of administration.

Investments: This includes the costs of renting existing or newly constructed facilities, the cost of construction of the Olympic village, the MPC&IBC. Moreover, it includes the cost of the “pull forward” constructions which means that some facilities have to be built earlier than planned so the OCOG has to pay for it. Furthermore, the Organizing Committee has to spend money on removing and constructing temporary facilities.

- **The financial structure of the Games**

Concerning the financial structure of the Games two types of cost can be distinguished: the cost of the Games and the cost of the infrastructure development.

The costs of the investment which are not covered financially by the OCOG are the following:

Table No 6: The financial structure of the 2020 Budapest Games

Type of cost	Total cost	Government	Private sector	EU
Normal investments	4084	2309	423	1352
“Pull forward” investments	562	366	10	185
Olympic investments	513	192	294	26
Total	5159*	2868**	727***	1564***

**approximately 18 150 000 000 EUR*

***approximately 10 200 000 000 EUR*

****approximately 2 550 000 000 EUR*

*****approximately 5 500 000 000 EUR*

(Billion Hungarian Forint)

This feasibility study was made to hand in the bid for 2020 Games. In spite of this Hungary did not hand in the bid in 2011. The decision makers had to decide whether Budapest and Hungary is able to host the Games in 2020 or not. They thought in the current situation hosting the Games remains only a dream but it is important for the future to proceed and try to make this dream of the Hungarian people come true.

Chapter 5

CONCLUSION

This country is Hungary.

This country that has a sporty past: to start with building international relations through sport in the early twentieth century and taking part in the revival of the Modern Olympic Games from the very beginning. Besides, this country reached huge successes at the Olympics in spite of the fact losing one third of its population after the World War I.

Furthermore, this country still does reach huge successes in the present. Successes reached by not only its athletes but also its sport leaders. This country has always had nominated members in the International Olympic Committee. This country's athletes participated at every single Olympic Games after the World War II with only one exception and already preparing for the next one.

Moreover, this country has a potential bid city for future Olympic Games. This country is the only one that has not hosted the Games yet among the countries which were represented by its delegate at the foundation of the International Olympic Committee in 1894.

This country is Hungary: past, present and future (from an Olympic point of view)...

REFERENCES

Books

- Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York: The Free Press.
- Aaker, D. A. (1996). *Building Strong Brands*. New York: The Free Press.
- Begg, D., Stanley F., Dornbusch, R. (2005). *Economics Eight Edition*. New York: McGraw-Hill Education.
- Belch G. E., Belch M. A. (2008). *Advertising and Promotion: An Integrated Marketing Communication Perspective*. New York: Mc-Graw-Hill.
- Bennett, P. D. (1988). *Dictionary of Marketing Terms*. Chicago: The American Marketing Association.
- Ivanics, T. (2008). *A Magyar Olimpiai Akadémia Évkönyve 2008*. Budapest: Magyar Olimpiai Akadémia.
- Ivanics, T. (2009). *A Magyar Olimpiai Akadémia Évkönyve 2009*. Budapest: Magyar Olimpiai Akadémia.
- Keresztényi, J. (1971). *A MOB története*. Budapest: Testnevelési Tudományos Tanács.
- Kő, A. (2005). *Schmitt Pál*. Budapest: Korona Kiadó.
- Müller, J. (1984). *Csanádi Árpád 1923-1983*. Budapest: MOB.
- Preuss, H. (2004). *The Economics of Staging the Olympics*. Northampton: Edward Elgar Publishing Limited.
- Renson, R. (1996). *The Games Reborn. The VIIth Olympiad Antwerp 1920*. Pandora: Snoeck-Ducaju & Zoon.
- Takács, F. (2012). *Az olimpiák múltja, jelene, jövője*. Budapest: MOB.

Journal articles

- Gallov, R. (2005) Százhusz éve született Mező Ferenc, a magyar olimpiai mozgalom kiemelkedő személyisége, *Magyar Sporttudományi Szemle*, 6(21), 30-33.
- Szikora, K. (2003) A magyar sport útja a változó világ kereteiben. *Sporttörténelem*, 1(7), 6-11.

Websites

- Homepage of the Budapest Olympic Movement
http://www.budapestiolimpia.hu/?lang=eng&page_id=21
- Homepage of the European Parliament
<http://www.europarl.europa.eu/members/archive/alphaOrder/view.do?language=EN&id=28133>
- Homepage of the Hungarian Olympic Committee
http://www.mob.hu/engine.aspx?page=MOB_english_history
- Homepage of the International Olympic Committee
<http://www.olympic.org/en/content/The-IOC/The-IOC-Institution1/?Tab=1>
<http://www.olympic.org/en/content/The-IOC/The-IOC-Institution1/IOC-Members-list/>
<http://www.olympic.org/en/content/The-IOC/Members/Mr-Pal-SCHMITT/>
<http://www.olympic.org/en/content/The-IOC/Members/Mr-Tamas-AJAN/>
- Homepage of the International Weightlifting Federation
http://www.iwf.net/madrid/DR_Tamas_Ajan_ENG.pdf
- Homepage of the Semmelweis University Faculty of Physical Education and Sport Sciences
<http://english.tf.hu/education/bachelors-programme/bsc-in-pe-and-coaching>
<http://english.tf.hu/education/coaching-programme/programme-description>

University lectures

- Avgerinou, V. (2011). *Economics of the Olympic Games*, University of Peloponnese, Olympia, Greece.
- Séguin B. (2011). *Brand concepts and Olympic Brand*, University of Peloponnese, Olympia, Greece.

***The pictures of the Hungarian IOC members (thesis chapter were taken from the website of the Hungarian Olympic Committee (<http://www.mob.hu>))**

****The pictures of the sponsors of the HOC (pages 72-75) were taken from the website of the Semmelweis University Faculty of Physical Education and Sport Sciences (<http://tf.hu/hallgatoink/intezetek-tanszekek/sportmenedzsment-es-rekreacio-tanszek/sportmenedzsment-szakcsoport/oktatasi-segedanyagok/>))**