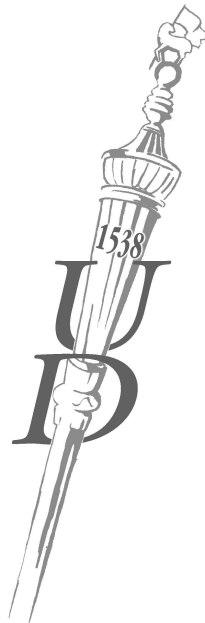


University doctoral (PhD) dissertation abstract

**THE EXPECTED INFLUENCE OF THE LIFE-QUALITY
PROGRAMME OF THE UNIVERSITY OF THE DEBRECEN
IN THE NORTH-PLAIN REGION**

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1. INTRODUCTION

1.1. Reason for the Topic Choice

According to the values evolved in the united European countries, one of the vital goals of the government is to improve the lifestyle and health care of people. To do a valuable job, only a properly trained, fit person, motivated society or individual is able. It all can be achieved by an expansive support of sports not only in terms of money. With respect to some research made on this subject we can declare that sport is an inalienable part of our life that can balance the negative aspects of society. The all-time leadership should exploit the opportunities given by sports. (*Sport XXI. Nemzeti Sportstratégia, 2007*).

In the Hungarian Higher Education hundreds of thousands of students study in different forms. The performance and bearing capacity of the future society depends upon the demand for sports of the present generations. It is really important to strengthen the place of sport education, to keep up the capacity for physical activities in present sport classes.

The University of Debrecen is an outstanding seat of learning. It has an extending effect on the development and cultural improvement of the region. With respect to the strategy of the school the place of sports take a great deal. The counsel of the University accepted the new program for sports in 2004. They were able to analyze the role of sports in the region and in the whole country as well. Afterwards they drew up a new Operative Sport Program of the University of Debrecen that pointed out the most important aims with respect to sports. They put out deadlines according to the milestones corresponding to the execution of the plan. The introduction of new elements is limited in time. The plan can be easily supervised to achieve a modifiable plan. For the realization of the program we evolved the triplet of SPORT–EDUCATION–CULTURE.

Our joining of the European Union involved the possibilities of spreading to wider regions. The elements of planning and statistics start to gain bigger roles in the regional politics and in its determination. The main aim of the EU is to intercept the straggler countries. So Hungary enjoying a full-membership gets high support for improvement. (*Horváth, 1998; Baranyi, 2008; Buday-Sántha, 2001*).

We can find one of the best Universities in Hungary and also in the EU, in one of the most laggard regions. The roots of the University of Debrecen go back to the XVI. Century and it was founded and integrated once more at the turn of the century and turned into a leading cultural center of Hungary. It takes an elegant place in the hierarchy of higher educational institutions. It has a great variety of applied and academic work. It gives a huge variety of courses almost in 300 majors, more than 10 academic areas not only on University level, but in college training, crafts training on both higher and average level. They aim to improve the University life by supports (such as dormitories, sport institutions, cultural developments etc.) (*Szabó, 2003; Nagy-Rófi, 2008*).

2. AIMS OF THE RESEARCH

Higher education institutions got into competitions. It is not only about the development but their survival and they have to make choices with respect to their budget, plans and strategy.

The new program can help the competitiveness of the University of Debrecen and take a greater role in the improvement of life quality in the region. The research lighted the defects and gave opportunity to execute a program that responds to modern demands with life-quality standing in the center. The program as well as the doctoral analysis aims to move the state of programs from the blind spot, to change and improve the perspective of the society on sports and improve life quality. Sports and life attitude assist student to be independent. The German traditions live on in Hungary, since as you know they are further on with respect to the Anglo-Saxon model. The main objective is to be a student implies a way of life. The conditions are given by the University campus. This would be one of the goals of integration and it already started at some places that besides the high quality of education the healthy lifestyle gains a respectable place. It also corresponds to the 21 century infrastructure, college quality and last but not least the foundation of sport institutions.

In the last decades 18-year-old people did not enter higher education thus we had no influence on their attitude toward health-care. Getting a job, they easily forgot the not yet evolved activity demand and entered a new world in a young age where they could

not fit in an everyday spot activity. Crowds appearing in higher education raise attention to change the attitude toward sports and raise consciousness about its use in huge number. It all happens at an age where the young adult steps out of the family ties, tries to separate but still remains in under the safe wings of education (*Bács, 2004*).

Multinational companies involved in the competition have long realized that they have to exploit the possibilities hidden into higher educations and fight their battles to gain more and more influence. This works the same way with sports. In the traditional family-model, there is no real place for sports, though there is some chance that in the long run it will change. To make this change come true we have to aim at the higher education and exploit the seeds for motion set into action in earlier educations. There is need for the change of attitude since earlier sports were seen in higher education as an unnecessary activity that can be endured as adults decide about its fate (who are older than 18).

The University of Debrecen with a huge diversity of courses and exemplary economics in one of the worst regions tries to keep up its status as a leading institution in the national circumstances and fights to achieve an elegant place with respect to European higher education. It gives a great basis for knowledge-based economy and gives potential to research- and- development and the University of Debrecen tries to remain like this. It is vital in this situation that we are conscious about the possibilities of the institution in this region to improve the lifestyle. What role can the University of Debrecen take on in this situation? What kind of connections exists among the Higher Educational Institutions and the quality of the life of the people? How can the University exploit in resources to support the development of the region? It becomes more and more usual to find the answer for such questions as well as the University of Debrecen in this region.

In the acceleration of globalization, the changing social and political affairs the University of Debrecen among other Institutions have to act fast and respond appropriately to the changing demands. In creating the main program of the institutions it is not enough to concentrate on the tendencies. The self- surveys, analysis could also help the process to define the most appropriate policy. The first aim of the discourse is to raise the indicators of the quality of life and categorize them, especially with the situation of University students and the main Institutions in the region.

3. APPLIED METHODS OF THE RESEARCH

The first discourse covers the theoretical points and reflects upon the University of Debrecen from the perspective of national and international sources. It also introduces the methods and data exploited in analyzing influencing elements in the laggard situation of the Northern Plain region.

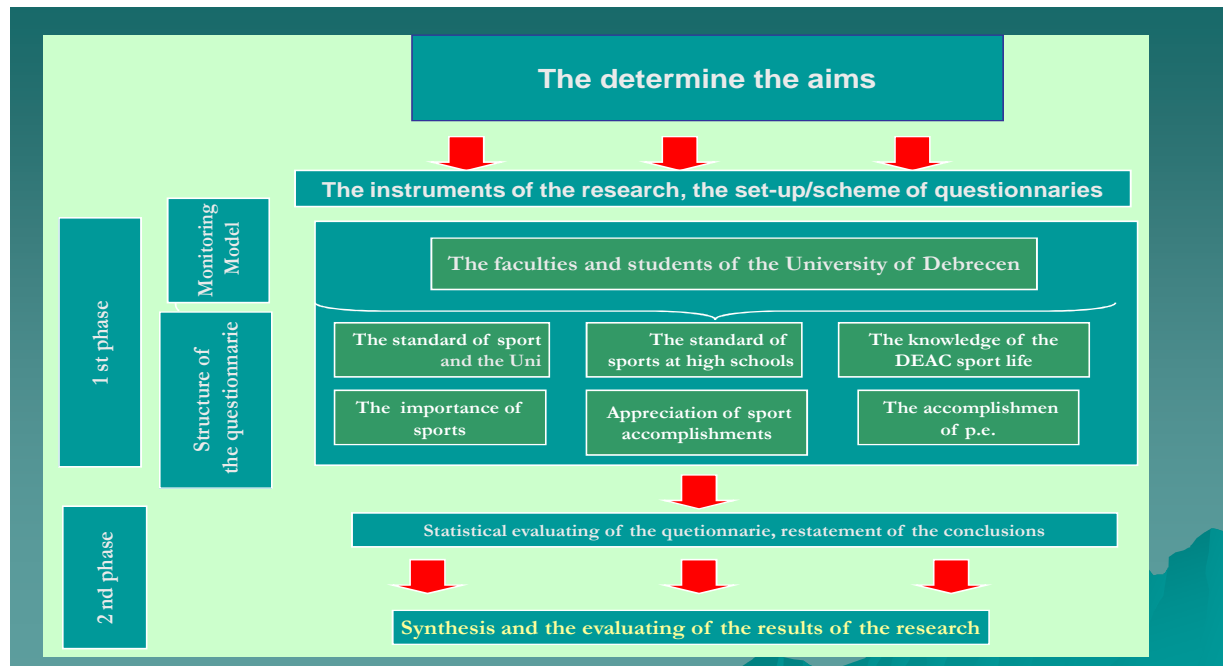


Figure 1: *The research programme*

The categorization of elements affecting each region erupted from the principles determined in the (*Sport XXI Nemzeti Sportstratégia (2007)* /Sport XXI national Sport strategy). This strategy serves as a model not only in a guideline to analyze the quality of life in each region, but also helps to improve the life-quality. Plus it gives a logical support to the long-term improvement of the determination of the quality of life. Questionnaires serve as the empirical basis for this analysis. These questionnaires are in tight connection and with their analysis we can predict the demands and activities with respect to sport activities. There is a chance to analyze the role of sports in the frame of three counties. In the country the sport strategy of the University of Debrecen is unique. Thus the search based upon the municipal and regional demands can not only improve locally but generate overall development in higher education.

Questionnaires also include the university society, the urban- and regional- sport clubs and associations, high schools, sport schools and they also survey the common point where the media can connect. They make comparisons based upon foreign examples that serve as precedent examples. Last but not least sport-institution-economy is a part of the survey, the quality of sport- service, sport-structure, the efficiency and the ability to improve of the construction of the organization. We can draw conclusions from the research that gives us guidelines how to determine strategic and practical goals. The analytical evaluation of data and the methods used for them will be described later on in another chapter.

3.1. The Methods used for the empirical researches

➤ Reliability

The reliability of data. There are different ways to check the authenticity. I applied the consistency estimation, and especially among all the Cronbach way. I used the alpha sample that decides about reliability based upon one value/ rate. In the case of each question the reliability was shaped due to the rate of this one indicator / sample. It is visible that the rates are higher than the prescribed 0.6 rate, thus we can define the data reliable.

➤ Analysis of the main component

It is suitable to use in case of huge amount of data. It is capable of analyzing multiple variety relationships.

➤ The Anova method

I was looking for an answer to the question if there is a big difference among the criteria based on categorized main components (e.g.: gender, age, faculty, scholastic record), plus the rates of diffractions in each group, and on the whole.

➤ Kruskal- Wallis Variety Analysis

It corresponds to the one- factor variety analysis without parameters. We apply this when the normality condition is not fulfilled to the parameter- version or when the pendant factors show too high rates.

➤ Cluster analysis

It is one of the most well known multiple-factor statistical analysis method, which is in fact a grouping method. The observation ones corresponding to the rates serve as the basis for categorization. Our aim is to create such clusters in which the elements are attached tightly but differ from other clusters. (Kovács–Balogh, 2007).

The number of elements in the sample 1950, the representational theory works on faculties. The proportions in the basic abundance are similar with respect to faculties. I already proved the reliability and authenticity of the index with the help of the Cronbach-alpha- index. Since in all cases the value was higher than the critical 0.6 rate the data are reliable (Figure 2).

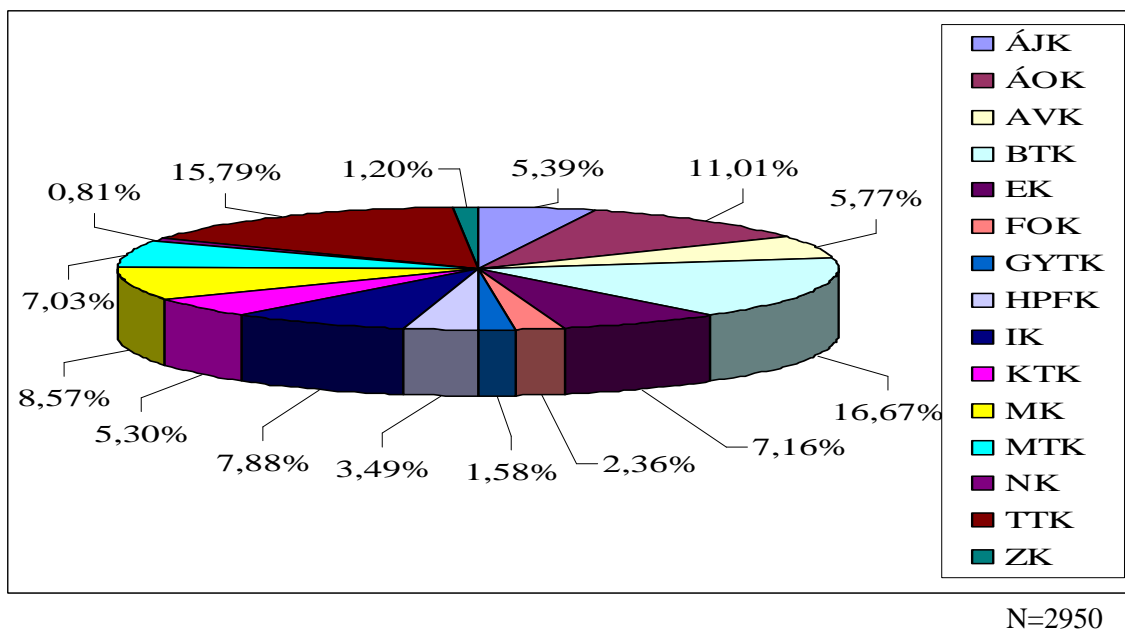


Figure 2: *The representation and reliability of the sample*

The division of the sample based on/due to faculties

Source: own editing/ draft/ construction

4. MAJOR FINDINGS OF THE DISSERTATION

With the mass culture of the higher education the role and task of these institutions is to be reassessed. The university as a center of knowledge has an effect on people's ideology. All kinds of university activities and programs have their effects on students' lives and indirectly on the lives of students' families as well. That is the reason why I have examined the students of the University of Debrecen in the school year 2007/2008.

I think that the role of sports at the university is not only to guarantee the 2 times one hour per week free possibility of sports for students, but also to promote the life long sporting and the importance of healthy life leading- cooperating with the sport politics of the European Union. The University should educate generally and specifically trained intellectuals whose way of living consists of healthy attitude on a daily basis.

Many of the graduated students remain in the region, which means that the knowledge and positive attitude towards sport they gather during their university years remain in their lives later on as well. They can generate the evolution of a more healthy society, as sport contributes to students' and society's positive way of feeling- to the revision of mental and physical state. With its special functions sport is a means of creating a healthy society, developing social relationships, improving society's economic activities and strengthens national values and self- esteem.

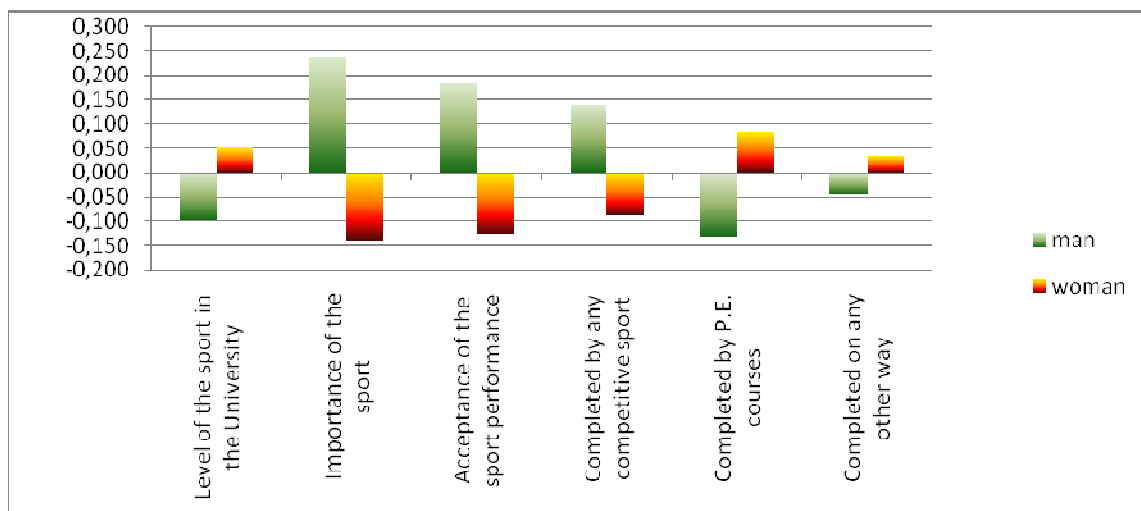
For this reason the life leading program of the University of Debrecen both directly and indirectly provides possibility and also responsibility for those who form this program and its parts. This theory is also confirmed by the research that asked 7300 graduated about their berth and settlement. From the 900 people who gave their answers 62% found their first job- place in the Northern- Great Plain region. This research examined students who graduated between 2005 and 2007.

The adjudication and image of an institution depends on the opinions of the institution. (*Malhotra, 2002*) Those opinions which are in a direct relationship with the institution have a bigger impact. First of all students' critical and developed opinions can shape the life leading program operating within the system.

65-67% of students studying at universities at the countryside live in the same region where they study, while only half of the students are local in the capital (*Koltai-Németh, 2002; Csapóné, 2004*). According to the National Higher Education and Prelim Office the biggest region for the University of Debrecen to allure students is the Northern- Great Plain Region and the Northern- Hungarian region (*OFFI, 2003*). Those who are applying for studies at this university mainly live in these regions, so the university can be regarded as a quite closed place- from this point of view. This fact is also proved by *Polónyi's (2003)* statement which says that the University of Debrecen has the highest regional recruitment amongst the four universities in the

countryside. In his research 64,7% of those who have given their answers marked the Northern- Great Plain Region, 16,5% the Northern- Hungarian region, and 10,2% the capital as their homes. According to counties the county of Hajdú-Bihar (HBM) 42%, the county of Szabolcs-Szatmár-Bereg (SZSZB) 18,3%, and the county of Borsod-Abaúj-Zemplén (BAZ) 12,3% serves as homes for the students.

According to *my hypothesis* sport is more important for men than women. They also value the results of sports more, so they often do their obligatory PE lessons through competitive sports. This means a stronger vocation towards sports. Women in the meantime consider sports conditions at the university better, and they prefer to do their obligatory PE lessons at the university (Figure 3).



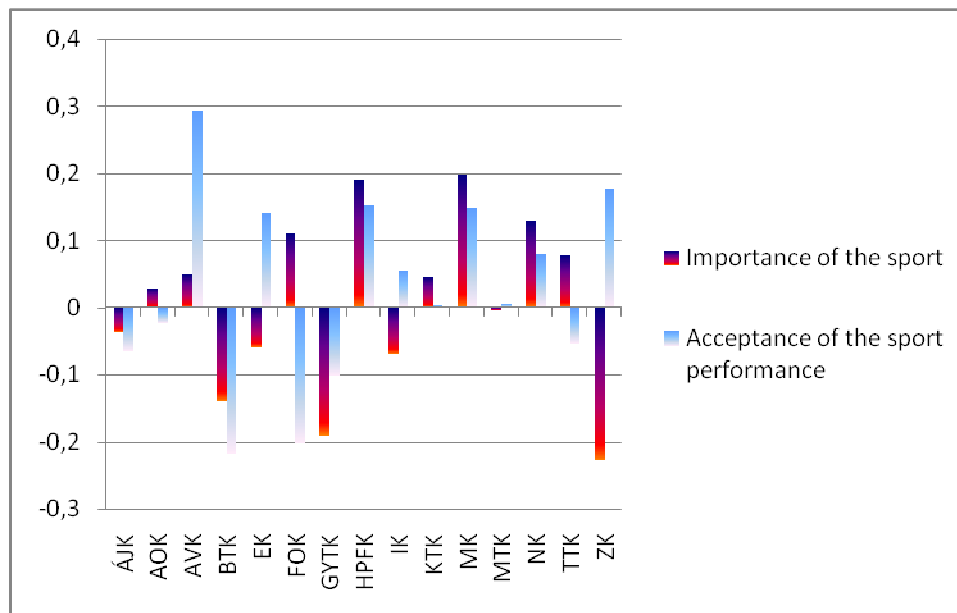
p<0,05; N=2950

Figure 3: *The changes of certain main competences according to sexes*

Source: based on the results of a Questionnaire (2007-2008) own construction

According to *my second hypothesis*: students who care of their health take more seriously the essence and importance of sports. So students of the ÁOK and FOK know more the activities of competitive sports at the Sports department of the university (Figure 4). From the picture we can clearly see that the sport intentions of AMTC are not useless. Women regard the quality of sports at the university better. I think it has a big importance that the local sport life is built around an important and effective sport program that has been working successfully for the last 4 decades. The recruitment for the Medical Bowl, the preparations and pre- competitions are well known by

students. The date of the competition is also a lucky date as it is held at the end of spring so it can serve as a free- time activity for both Hungarian and foreign students. In the creation of its positive attitude it also served very well, that we managed to find the most popular and seasonal sports.



p<0,05; N=2950

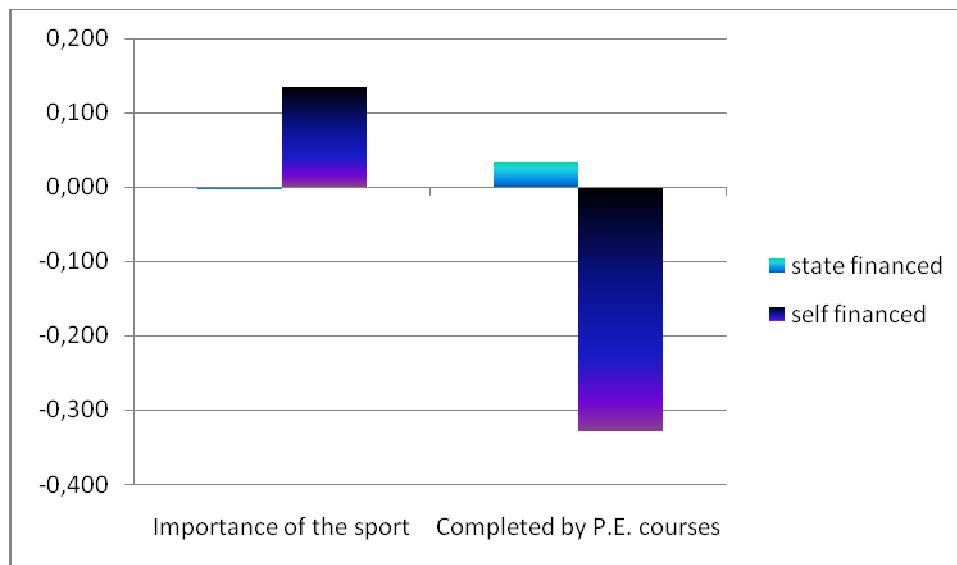
Figure 4: *The importance and acknowledgement of sport in the different ages*

Source: based on the results of a Questionnaire (2007–2008) own construction

Even in big departments of the university there are sectorized competitions. The results of the Agrarian Department are lower in this component because in the last 8 years they didn't have such competitions as for example the Medical Bowl. The Technician Sports Days also have lower motivation, as the competition is held in the middle of October- so students don't have to prepare during a whole school year.

It's important to mention that the rates of the main components are the lowest in the two countryside departments of the university. The HPFK and the EK departments have low infrastructure. Because of the distance they are out of the interests of the university's main sport programs. Examining the type of their studies it becomes also clear that those who study in the old system- AOK, FOK- are more satisfied with the quality of high- school sport and they know DEAC better. They are the ones who take part in a higher ratio in the PE lessons.

According to *my third hypothesis* from those students who do their PE lessons at the university those who are studying in the state financial sector are less interested in sports than those who have to finance their studies for themselves. Solvent students appreciate quality, and they are more willing to pay for activities as well which are not for free (Figure 5).



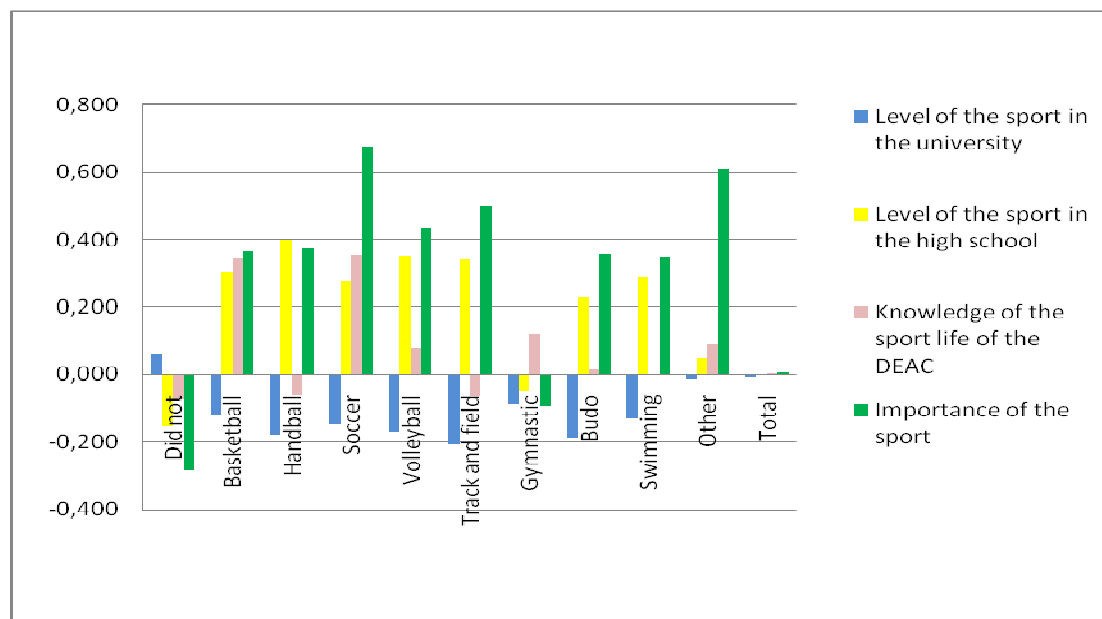
p<0,05; N=2950

Figure 5: *Differences of opinions between state financed and non- subsidized students*
 Source: based on the results of a Questionnaire (2007-2008) own construction

Better infrastructure is more compatible and attractive. That is why I find it very important to build sport institutions, which will attract students, and their taking part in sport activities will increase. As students pay for the quality, not only free for charge sport activities should be extended but also the palette of services should be built up constructively as the operation of the new institutions need continuous income. Present capacity is fully used up by sport activities. For this reason it is to be expected that the different levels of local sport would also use the possibility of wider range of offers just as the university sport's growing demands.

My fourth hypothesis can be explained with the role of "floating sport" in the lives of the students and the university. Sport is important for those who have done sports at high school as well. Based on their own value system they are not satisfied with the

quality of university sport. The hand-ball players were the most satisfied with high-school sport (*Figure 6*).



$p < 0,05$; $N = 2950$

Figure 6: *The coherence between competitive high- school sport with certain main competences I.*

Source: based on the results of a Questionnaire (2007– 2008) own construction

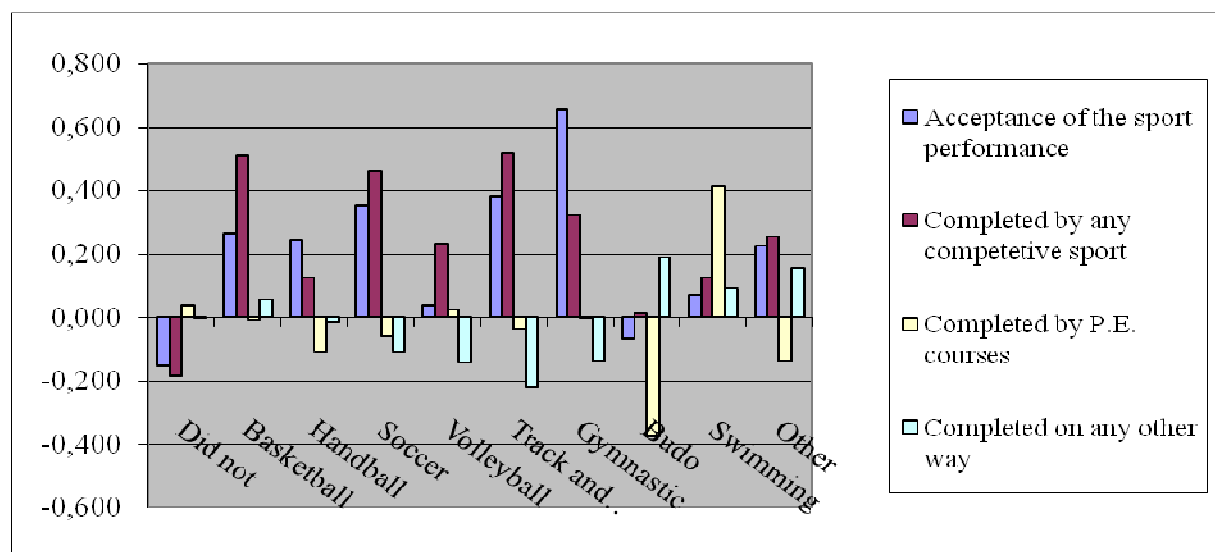
Those sporting in the high quality competitive sports at the university do double competition. On one hand they do sports in their own home clubs- this is usually not the university club- on the other hand they occasionally dress up in the university's costume as well. The role, popularity and effect of these competitions are usually much lower than the ones at high school. The standard is not low- as it often happens that Olympic sportsmen are competing with each other- but the actuation and finance of the sportsmen is not even comparable. The attracting and keeping effect of the professional clubs is very active, without interference the university sport clubs can not step on the next level.

The structure of the Hungarian competitive sport has inherited nowadays system. The previous roots of sport associations are losing their right to exist. Mammoth associations are dying out. The sport politics favors those sport activities that are based on economic associations. Company clubs and associations based on state endowment have started to become intensive. The system of financing has changed. The financial

supports that can be won through tenders are not enough to maintain the associations, what's more: the strategy of tenders also support free- time sporting.

In this situation competitions have a transitional state, as the aim of the different sports' home clubs is the obligatory task which determines the education of quality new suppliers. This is not built on students' sport. We can not even state, that continuity is based on university sport. For this reason university sport is not the peak of amateur sport in Hungary.

On a regional level it is not surprising that handball has a big importance, as it is a successful sport. It has more decades of tradition on students' Olympic Games, on national supply competitions but even at competitions as MEFOB it has valuable results. It's effect is big in people's attitude. Sport lovers are highly connected to the local handball team, to DVSC. It has to be mentioned that many students of the University of Debrecen are members of the ladies' team, and they represent the institution not only in University Association World Championships but also at Olympics (*Figure 7*).



p<0,05; N=2950

Figure 7: *The coherence between competitive high- school sports with certain main competences II.*

Source: based on the results of a Questionnaire (2007-2008) own construction

The Hungarian University- and College Sport Association (MEFS) and the MOB are both trying to make a big impact on Hungarian university sport life. The number one association of Hungarian Sport, the Hungarian Olympic Commission has recognized the

importance of bringing university sport on a higher level. Building from the ground, it supports the individuals, trying to stand good ideals for intellectuals. That is why it has established the Hungarian Olympic Sportsmen Lifelong Program to which 20 high educational institutions have joined already. Students who take part at the Olympic Games get financial support. This guarantees that the institution and the MOB altogether support students' studies and sport lives as well. According to the opinion of MEFS all competitive sportsmen should be taken care of with or without institutions.

With analyzing the answers given to the questionnaire I got an answer to my hypothesis which said that there's a need of systematic appreciation of sport activities at the universities. Those who have appreciated sport in their high school studies are doing more sports during university as well. So there is a transfer effect between the appreciation of successfulness and motivated, regular sport activity.

My fifth hypothesis says that it is worth to investigate in the structural modernization and in the establishment of new institutions. Most of the 3000 students who are asked regularly spend money on sport. They pay for entrance fee or for different services. The more they spend, the more they are unsatisfied with the quality of university sport.

According to the correlation analysis there is a slight coherence between the variations. When the fore sign is negative then the coherence has an opponent direction- for example the more hours somebody has spent with competitive sport the less he/she has spent with PE lessons. Those who regard sport as an important factor in their lives spend more on it. The more somebody spends on sport on a weekly basis the more often he/she does sport.

This solvent population can be won for the sport programs of the university, if the institution takes the competition with the local infrastructure. This idea is based on the research that shows that the one who spends more on sport does more sport as well (*Figure 8*).

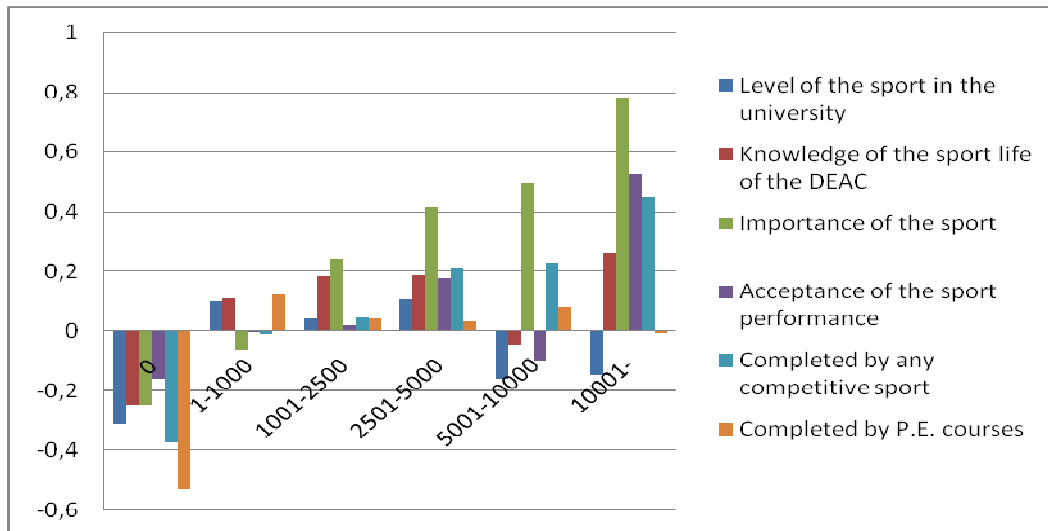
My sixth hypothesis says that the new qualification system worsens students' sporting needs and possibilities as well.

Table 1: *Comparing the ratio of spending on sports and regular sports*

| | <i>Number of weekly sport occasions (minimum 30 minutes occasionally)</i> | <i>How much money one spends on regular sports monthly?</i> | <i>Competitive sport</i> |
|--------------------------------------|---|---|--------------------------|
| How much money one spends on regular | 0,474 | X | X |

| | | | |
|----------------------------------|-------|-------|----------|
| sports monthly? | | | |
| Quality of sport in high- school | X | X | X |
| Importance of sport | 0,416 | 0,336 | X |
| PE lessons | X | X | -0,30469 |

Source: based on the results of a Questionnaire (2007–2008) own construction.



p<0,05; N=2950

Figure 8: Coherence between spent money on sports on a monthly basis with main competences

Source: based on the results of a Questionnaire (2007-2008) own construction

There are no classes or groups. There is no learning cycles and the centre of gravity is put on different parts of the days. The daily routine has changed and it has a big impact on sporting habits and also on health consciousness. The life of students have a duality, they have less time on themselves. The number of weekly sport occasion is significantly higher at women then men. This difference can be recognized in high school as well. It can be also stated that people in high school- without reference to sex- did more sports.

There is a significant difference between the obligation of PE lessons in high school and in university. At the University of Debrecen it is a presumption of the diploma to do PE lessons. On the contrary 3 PE lessons per week are obligatory during high school. The absence of obligation worsens the need for sport as well. What's more, it is only one lesson per week that is obligatory at the university. It is difficult to raise attraction towards sports in one lesson per week. That's why it is necessary to offer

colorful projects for students based on their needs. Striving for teaching sport as a way of living is very important to strengthen this during university years.

It can also be an important step to put more and freer to choose credit subjects in university education, which include practical and theoretical education as well. These can raise attention on daily problems and also increase the knowledge about body cultural cognition, which can have effect on students' way of thinking about healthy life, and also increase their needs to do sports. Starting their graduated lives with this knowledge we can expect more that youngsters remaining in this region improve life standards and quality of living of the future society.

The Kruskal- Wallis analysis has proved that men's weekly sporting occasions is higher than women's, and this difference was recognizable in high school as well (Table 2).

Table 2: *Number of weekly sporting occasions according to sexes*

| <i>Sex</i> | <i>Number of weekly sporting occasions at present (minimum 30 minutes occasionally)</i> | <i>Number of weekly sporting occasions in high school (minimum 30 minutes occasionally)</i> |
|--------------|---|---|
| Man | 2,946 | 3,675 |
| Woman | 2,288 | 3,199 |
| Significance | 0,000 | 0,000 |

Source: based on the results of a Questionnaire (2007-2008) own construction.

It can also be stated that people did more sports during high school without reference to sex. Men's weekly sporting occasions is higher than women's and this difference can be recognized in high school as well. It can also be stated that people did more sports during high school without reference to sex. At university there is no kind of obligatory sport, that is why students whose way of living doesn't include sport are not looking for sports more than it is necessary. At every department sporting occasions are decreased.

It is the Kruskal- Wallis analysis that supports my assumption about decreasing sport activity at university compared to high school sporting (Table 3).

Table 3: *Number of weekly sport occasions according to ages*

| <i>Name of department</i> | <i>Number of weekly sporting occasions at present (minimum 30 minutes occasionally)</i> | <i>Number of weekly sporting occasions in high school (minimum 30 minutes occasionally)</i> | <i>Difference</i> |
|---------------------------|---|---|-------------------|
| ÁJK | 2,342 | 3,466 | -1,124 |
| AOK | 2,658 | 3,686 | -1,028 |
| AVK | 2,571 | 3,386 | -0,815 |
| BTK | 2,398 | 3,127 | -0,729 |
| EK | 2,382 | 3,372 | -0,990 |
| FOK | 2,407 | 4,333 | -1,926 |
| GYTK | 1,872 | 3,122 | -1,250 |
| HPFK | 2,463 | 3,275 | -0,812 |
| IK | 2,577 | 3,505 | -0,928 |
| KTK | 2,753 | 3,505 | -0,752 |
| MK | 2,553 | 3,682 | -1,129 |
| MTK | 2,728 | 3,219 | -0,491 |
| NK | 2,593 | 3,570 | -0,977 |
| TTK | 2,662 | 3,230 | -0,568 |
| ZK | 3,125 | 2,250 | 0,875 |
| Szig | 0,000 | 0,000 | |

Source: based on the results of a Questionnaire (2007-2008) own construction.

The number of weekly sporting occasions is the highest at the ZK and at the MTK departments. It can be explained with the reason that students at the ZK department- not like at other departments- have to do three PE lesson a week if they enroll in PE classes. At the MTK department five- men football is very popular, which attracts people more times a week. The biggest decline is at the FOK department, because students have classes till late. The importance of sport is appreciated the most at the AOK department.

Cluster analysis

Based on the above shown main components there are five groups developed. In five groups the numbers of groups are ideal, that is why five groups are established. The analysis was made with the hierarchical Ward method, and the number of members in groups after many testing is also proved to be stabile.

The features of the established clusters

1. *group*: sport is important for the members, so they do their sport obligations on different ways. They know the sport life of DEAC the least. Their academic ratio is the smallest, and they spend an average amount of money on sport. They visit sport occasions on an average rate, and they also take part in an average rate in weekly sport activities. This group has one of the biggest numbers of first year BSc students.
2. *group*: people who do their obligatory PE lessons. Sport is an average thing in their lives. They are not satisfied with high school sports, but they are more satisfied with sport at the university. They acknowledge their sport successes less. They study better than the average, and spend an average amount of money on sports. The ratio of women is high. This group has one of the biggest ratio of high year students (20%), and also the biggest ratio of traditional training (50%).
3. *group*: Members of this group know university sports the most. In their lives sport is the most important. They are more or less satisfied with high school sporting and they do their obligatory PE lessons with competitive sports. They think that their successes are acknowledged as they deserve. Their academic ratio is low; they have the most to have sport scholarship. They do the most sport on a weekly basis; they did it at high school as well and at present too. It is also a fact that they spend the most money on sports, and they visit sport programs the most. The ratio of men is the highest here, there are double as much men as women. This group has one of the biggest ratio of high year students (20%) and also the biggest ratio of traditional training. The ratio of students from the BTK department is the lowest, and students from the AVK and ÁOK departments are the lowest.
4. *group*: Members of this group are more satisfied with university sport than usual. They know the sport life of DEAC very well. But sport has the least importance in their lives; they have spent the least on sport and also do the least sport on a weekly basis. They visit sport programs very rarely and they have a worse ratio in their studies than the average. The ratio of women is high, and the group also contains lot of BSc students, and students from the IK department (10%).

5. *group*: members of this group appreciate high school and university sport on an average level, but sport has not much importance in their lives. But they are the ones who do their obligatory PE lessons with some other means. They visit sport programs rarely. Women's ratio is the highest in this group, and also 4th year students. And the ratio of students of the HPFK department is the biggest.

5. NEW AND NOVEL SCIENTIFIC FINDINGS

1. *According to my information, this research was the first to analyze the complexity and coherence of the university, the region and the life quality program. It evaluated the data referring to the topic for the first time.*
2. *It was formulated for the first time in the perspective of University sports, the EU sport strategy and the National Sport strategy. In connection to the practical activity.*
3. *Based on empirical questionnaire it was proven that there is a tight connection among university sports and courses, healthy lifestyle and the qualitative lifestyle. It is mainly reflected in the sport program operating at the university.*
4. *The research appoints toward the specific way and guidelines how to handle the tasks on University level, with respect to the improvement of institutional, organizational and infrastructural conditions.*
5. *For both for the healthy and the movement challenged people sports are the best option. It helps to evolve a positive attitude for everyday and creates the possibility for a life-long healthy lifestyle. It evolves in the most intense period of the shaping of the individual. It is namely the University years when the person gains practical knowledge, experience and confirmation for the demand of physical activities.*

6. *The media has a vital role in the “advertising” of a healthy- attitude. It not only serves as a medium, but initiates and shapes ideas about it. It is a responsible task and they determine their aims in cooperation with sport experts and sport teachers. We need to make people love physical activities and keep them aware that sports are vital part of a life-long healthy body. Since a healthy, sport-loving, active adult produces practical and valuable work for the economy. Nevertheless we need to teach this to the next generation on all areas of the education.*
7. *The University of Debrecen emphasizes the importance of contest sports. At the same time it shows over it and tries to insert physical activity into the lives of youngster and older generation as well by both direct and indirect methods.*
8. *The research defines the relevance of starting sport-scholastic courses and its demand at the University of Debrecen.*
9. *The results of the questionnaires show the authenticity of traditional sports.*
10. *There is a great role of competitions that move big crowds and has advertising values.*
11. *It shows that the accomplishment of qualified sport carrier is possible.*
12. *The sport academical program calls attention to the sport education of the next generation.*
13. *The research proves that there is need for regular physical activities among the students. Its improvement and expansion is a continuous process, since in our changing world there is always new interest toward traditional, trend and lifestyle sports.*
14. *The new element of the program is the free-choice based courses on sports for which accomplishment credit point can be gained.*

15. *The approval of sport performance would change the foundation of the attitude of young student toward sport and overall healthy lifestyle. The language knowledge in relation to degree and the extra point given for language examinations already implied some change in the perspective of high school student.*

16. *In the new structure work and operation are in connection, which makes it possible for the University to make its own income.*

6. THE PRACTICAL USE OF THE RESULTS

Among the many ideas the EU sport strategy is the newest guideline to improve the region. The European Sport Council approves of the social importance of sports and it became a defining phenomenon in the XX. century. Sport is the best- organized institution of the European civil society. The principled proposed in the “White Book” can be generally accepted. Our National Sport Strategy closely reclines to it. The European Institutions acknowledged the unique role of sports in the European Society in structures founded upon voluntary, like healthcare, education, national integration and culture (*Sport Éve, 2004*).

The education, economy, life quality, competitiveness and competency are the main areas of the European educational system. European Universities search for a way out hand in hand with the society and economy to the uprising challenges of the XXI century. Knowledge became a vital part of health and optimal quality of life. Qualification and the ability for innovation are all vital parts of economical accomplishments and individual carrier. Thus the expectation expanded against the colleges and universities that they transmit valuable and modern information and skills to the students, whose work ability and attitude to life is dynamical and in the long term able to make use of their scholastic potential in the economy. The demands/expectations of the labor market toward the freshly graduated is mainly the qualities of practical knowledge thus creativity, earlier experience, task oriented, problem-solving skills. As a consequence we need healthy labor force that can take on a lot.

With respect to improving the quality of life the University of Debrecen has a great role. Beside the above mentioned values we set out to create such attractive student-centered atmosphere in everyday life that also raises the prestige of the University. The opportunities' have many areas. Beside the attention-raising-characteristic of competitive sports, shows such carriers to the youth that inspires/ motivates them. Honors spread the fame of the University all around the world.

The solid grouping of usual physical activity was the first step on the road that keeps the attention of student on a healthy lifestyle. I feel the need to motivate students directly and give them chance to take up optional courses closely connected to physical activities and credits can be achieved by their accomplishment. We need to complement the daily activities with quality- sport- program with which we can inspire crowds to do activities. According to earlier experience, we need to supplement the traditional view on crowd sports with extravagant and spectacular activities. The admittance strategy of the University of Debrecen is multiple and considerate. Its work is determinative not only in the region but in the whole country. Its announcement has its value, so during the entrance examination (of sports) they can not only influence the thinking of University students but has a great impact on the attitude of high school students due to the plus points given for sport accomplishments. According to experts the short- term strategies that tend to spread these days, the higher education institutions are input-oriented and thus aim to attract as many students as they can. These days hierarchy is based upon the number of students attending certain higher educational institutions. In order to keep up the existence of the University it is important that we centre on output, thus the skills, practical knowledge, number of student leaving the university, personality etc. of students correspond to the demands of the present and predictable situation of the labor market and economics.

The University has to plan for long term if it wants to achieve something. During scheming we need to take into account the sport strategy of the Union as well as our own sport strategy. The University sport activity is not isolated on this area, thus we need to see the sport concept of the different countries to find partners in the spheres of sport, municipal, educational and business as well.

It is really important that we have new device that we can use. With the integration of sports and physical education a systematic union was created that puts together organizational and educational potential able to rationalize the material and human capacity. It has a unique structure that has the vital consequence that sports can be represented in the rectorial council.

The sport infrastructure could not keep space with the fast growth of the number of students. The realization of national and international tenders helps to aim for a general- improvement program. The solvent and fastidious demands from students do exist. The money needed for improvement should come first from the self- income based upon the membership of students.

The sport Institution in Debrecen is on top with respect to national measurements, but finds it harder and harder to live up to the expectations of both amateur and professional sports. The quick extension of the University sport program the expanding expectations and the narrower municipal opportunities rush the individual improvement program of the University. But demands can meet on different levels, because in competitive sports there is tight connection between university and civil sports.

The aim of the University sport strategy is that the qualitative supply recognizes the career samples represented by the University and influence more people to choose the University of Debrecen as their destination of studying. Thus with respect to supply we should operate more and more branches of sports. The DEAC Sport- Non-profit Organization of Public Utility ltd. Competes in more than 22 branches of sports built upon new economical basis. There is a tight cooperation between some professional sports and the DEAC. The contestants of the sport schools serve as a supply for the DEAC NB sport groups. In some special cases the sport club itself organized a supply from different age-groups.

As long as the University decides for the further enhancement of sports, a special sport academical system must be achieved based upon multiple-cooperation. Its foundation would be the civil educational system and the DSC sport school. In the next phase the University would continue the training of talented sportsmen. In case of successful tenders I propose to create sport academies similar to western examples and favor advantaged sports. More and more sport associations vote for creating their own

system. The University of Debrecen is such an Institution who can find no competitor in this contest if it takes it seriously.

We have to create a sponsorship system that can develop the education of talents with respect to sportsmen. There is a scholarship system since 2005 that started to apply principles lent from American University sports. As soon as we find manage to find external support the system will operate properly. Success would be achieved, if the town hall vote for gradual/ usual support, since there are several student studying at the University who are talented at sport but do not compete in the colors of DEAC.

Another purpose is to agree with other Olympic sports' council. The Hungarian Olympic Committee made an agreement with 22 higher Educational Institution in 2008 to work out the Olympic- Way-of-Life Program. It supports with 10million forint annually those who are expected to take part on Olympic Games/Olympic hopes in any faculties of colleges or universities. There also role models at the University of Debrecen. So far 5-6 students get MOB support. The contracts made by sport association help to work out the supply for sport activities and how to make such a process successful. It can also point toward the University of Debrecen where with its own system of sport support and other advantages can help the leading sportsmen.

It is vital that the University of Debrecen makes some operative steps on the area of social- health care and sport health care. Its capacity for improvement and research makes it able to put on important roles in European context. It also induces a process for the University to achieve a better position in the hierarchy of European Institutions. In this program the biggest break-out point can be the foundation of the International Accredited Doping Labor. The faculties that operate at the University of Debrecen can easy cooperate in that matter to this.

The most important proposal is that among the given curriculum there should be sport-scholastic education that is supported by the Senate of the university. There are no traditions on this area of the education. However we have the staff that can introduce these new sports to the education. With respect to the region, the University can gain an important role in starting Masters Qualifications on those areas.

Lastly I find it important that the University functions not only as a subject to university students but give advantage for a wider range of society. We cannot eliminate

nor the youth or the older generations from the organization. The leisure-time activities put into sport light the University of Debrecen. The common denominator of usual activities and health care system could be a moving therapy program that can be hosted by the institutions and experts of the University.

On the overall the effect of the University on the quality of life is visible. Its role implies that its plans are put into practice on a regular basis. The cooperative strategy catalyzes the programs standing in tight connection. The social, economical and thus global profit of the program is unquestionable in the Northern- Plain region.

6.1. The Future Strategic Program of the University

From the strategic point of view the University of Debrecen works as a catalyst. The relation system of the University is diversified. In all economical, social and organizational terms it wants to put on a role that totally covers the expectations of the EU, the national and the local demands. The modern working of sports also provides a forward sign of improvement.

The sport program root out the accessible sources and data in connection with the topic, analyzed the situation, evaluated the situation, that expended on the performers, the environment, the resource possibilities, skills, working conditions, organizational hierarchy. Determined and scheduled the short- term aims. The plan takes into account the competitiveness and improvement of sport on a interactive basis. Naturally we also need to deal with long-term plans that are defined in the following strategic plan for the future.

The fact that the sport institution has a centre point gives a possibility for a better working of the student's regular mandatory physical education. The goal is the every student accomplishes some kind of a physical activity or course by the end of every semester. In the ideal case it leads to the attendance of competition beside the regular courses, camps and accentuates sport events on the weekends.

With the development of infrastructure we can improve the situation of sports, in which all the University society can take part. Necessarily the aim is to expand our offer to the town, region and sometimes to the whole nation. With the help of the self-organized ad-hoc sport possibilities we try to expand the sport-loving society. The

University sport card will be a tool for that warrant discounts for its user. Free usage of institutions, devices; have a discount on sport tools. The card gives free admittance to the professional sport events of the town.

We offer a diversity of sport activities, for students studying at the different faculties for credit points. It helps to improve the body-culture of students and their open mindedness toward a healthy lifestyle. The University will take part in the sport-scholastic education and educate such experts that can be actively involved in the sport life of the region and the country. The coach, sport organizational majors are attractive destinations among the youth in the region. The University fights toward achieving remarkable goals on this area as well. The new element of the program is that we will hold conferences or annual forums in the topic of sports, which can also strengthen this effort.

Only a small number of students are able to combine their sport's carrier with their scholastic matters. The program annually raises the number of student's that want to achieve a sport carrier at the University of Debrecen. They are the ones who represent the school in the University team on national championships. We try to attract the non-professional sportsmen with the organization and direction of solo-sport competitions or University championships. We plan the Campus Championship for these amateur sportsmen that call for a little competition in the middle-of the summer.

For the sake of qualitative sports we organize a continental or even global championship. It also promotes our sport-institution development and help to create a closer cooperation with the local government. As an antecedent we undertake the organization of national higher educational sport competitions in Debrecen. This improves our organization skills.

Our priority is that physical educational teachers work at the sport directory, who are able to operate successfully in some sports and efficiently add to the success of the DEAC Sport Non-Profit Organization (Ltd.) As a consequence they need to attend post-graduate trainings to be capable of using the new results in sport-scholastic research.

In some sports the University takes on the role of the recipient club and the sport school provides the next generation. Both foreign and Hungarian students take place in this sport. (futsal, male/female basketball, male volleyball). In other sports we supply the next generation (male handball, football, etc.)

To acknowledge the talent of foreign and Hungarian sportsmen we improve the support system. Beside the accessible budget we try to include outsider patrons/proponent through the non-profit organization. Due to this system we will have the chance to challenge sportsmen from other countries for test games that can later on join into the sport life of our university. In sports that are important for us.

Hand in hand with the own and region we sport academy system, whose operator will be the university. Student can participate in the advantage sports from the age of 10 till they finish their University studies. As a consequence it will be an exemplary foundation of a sport academy whose control will totally lie in the hand of the university.

Thanks to the educational profile of the University of Debrecen we run a moving therapeutic program in which all the medical, social health care, medical trainer, economical students, physical trainers, coaches and entrepreneur. In this program we will attend preventive and rehabilitation tasks.

Due to the sport institution of the University we will be able to take a leading role in both regional and national context. With respect to the tradition we will be a center for tennis, football, running and swimming. Necessarily with the development of the infrastructure the range of sports can be extended as well. This centre-stage serves the local and regional professional sports.

A new huge sport centre is being initiated, which will serve as a home for teachers, coaches and student organizers. A society evolves that helps to transform a sport-conscious attitude in the University society. At the same time, they support system can achieve some self-income that can be turned for the operation of sports. The program achieves that the budget for all time being supports with its 0.2% the university sports budget.

The above mentioned plan has deliberate point with respect to the most important areas related to the strategic elements and aims that are included in the all-time- actual general strategies and possibilities of the university.

7. PUBLICATIONS IN THE SUBJECT OF THE RESEARCH

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