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## **Organisation of running events – reducing exclusions and improving the quality of life**

### INTRODUCTION

Despite the development of civilisation and democratisation of social life, various social situations, statements or political decisions quite often display a lack of friendliness towards differences in society. Researchers also note progressive social dissection (Petridis, 2015), although this problem is very often pointed at as one of the key goals of concern for political elites. Among the myriad of other urgent and important issues, the above are often touched upon by researchers (e.g. Czkór, 2014).

This article discusses the topic of running as an activity, with it being an important factor allowing for the elimination of marginalisation. It also explores running as improving one's quality of life, and the very diverse aspects that accompany it (Hitchings, Latham, 2017). Participation in a running event, such as a 10 km event, half marathon (21.1 km), or marathon (42.2 km), is the culmination of sports involvement. It is the implementation of plans for many amateur runners. The professionalism of this type of event has a wider dimension because it concerns runners, their families and the local community. The appealing qualities of long distance runs, as well as participants' fulfilment sometimes projects changes, or fixation of the changes to the lifestyle of amateur runners. Over the last few years, the number of mass long distance running events organised in Poland has increased significantly. In 2010 there were nearly 800 running events registered in Poland, but there were 2500 events by 2017. The twelve largest half marathons in Poland in 2018 were completed by a total of 76,593 runners, which was an increase of almost 60% compared to 2014. However, it is worth pointing out that the running

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map of Poland is represented not only by marathons and half marathons, but also by hundreds of smaller running events ([www.maratonypolskie.pl](http://www.maratonypolskie.pl)).

The research hypothesis is set out as follows: factors relating to safety, comfort and satisfaction of participants play an important role in the organisation of running events. The author designed and performed the research with a view to verify this hypothesis.

One of the necessary key elements for ensuring the objectives of sporting events is risk management. In this study, an analysis of literature was carried out at the preparatory stage, which covered the social aspects of running activities and risk management in the field of project management (running).

The perceived research gap concerns the lack of a professional approach to estimating the risk of organising running events in Poland, and even more so with regard to the aspects of the elimination of exclusions. Attractive mass running events culminate in an improvement in the quality of life and the activities of very different amateur runners centred on the common theme.

The aim of the research was to estimate the risks in organising running events in Poland. In this respect, relevant studies have been designed and carried out, whereby identifying risk factors and risk estimation. Moreover, inference has been drawn with respect to the hypothesis and discussion.

## THE SOCIAL ASPECT

Sport has always been an essential part of humanity. It is a common phenomenon which relates to all spheres of human life. Moreover, it has been researched within natural sciences, social sciences, anatomy, physiology, as well as economics and sociology (Czechowski, 2014).

The educational role of sport in human life was noticed as early as the ancient times. Sport was believed to shape personality, motivate self-improvement, overcome weaknesses, as well as to allow for social integration. On the other hand, at the beginning of 1970's, Americans started to consider physical activity a preventive factor for many diseases, including those related to the psychological aspect of human health (Galloway, 2002). The role of sport in the 21<sup>st</sup> century is gaining in importance and popularity. This trend goes beyond its passive aspect as it more and more frequently takes the form of a systematic activity within specific disciplines. It increasingly involves regular participation in individual and group training, which, in consequence, leads to participation in competitions on the local, national or even worldwide scale (Czechowski, 2014; Czkór, 2014). Furthermore, sport has ceased to be associated with the domain of young people due to their biological, psychological and spiritual needs. The growing popularity of sport also stems from its impact on mood, as it brings satisfaction, allows for

overcoming our own limitations, as well as boosts energy and self-confidence, which affects other spheres of our lives (Ławniczak, 2016).

Sport may be perceived from different points of view. These can include it being a form of entertainment, an educational tool, a form of therapeutic provision, something that improves our health condition, and a facilitator of ethics, in particular ethical principles and requirements. In reference to its main characteristics, i.e. rivalry and aiming at constant development of one's own capabilities, sport relates to the essence of human existence and frequently amounts to its significant part (Czechowski, 2014; Niedbalski, 2015).

The 20<sup>th</sup> and 21<sup>st</sup> centuries are undoubtedly a period of intense development of amateur (recreational) sport, whose main aim is to maintain an appropriate level of fitness, mental health and emotional balance (Niedbalski, 2015; Hitchings, Latham, 2017). It is also hard to disagree with Kaźmierczak (2013), who considers sport a factor which supports socialisation through the elimination of stigma related to disabilities and other social exclusions.

The World Bank estimates that approximately 650 million people, i.e. 10% of the world's population, suffer from different kinds of developmental disorders, have work limitations, or have been identified with varying degrees of disability. In the lives of these people, sport plays a special role, as it helps to boost self-esteem and is second to none in the context of overcoming social barriers. People subjected to social exclusion, the disabled and those suffering from other dysfunctions, very often become role models for the rest of society. Not only does their participation in competitions bring health and sociological benefits for the athletes themselves, but it also has an educational and motivational impact on supporters. Co-participation in training and competitions with people with disabilities of varying degrees teaches humility and empathy. It is also emphasised that disabled participants compete fairly, which stems from group solidarity and higher social sensitivity to the needs and expectations of other people. Therefore, it is important that organisers open their events to people who are not fully abled, by creating conditions allowing for equal opportunities (Niedbalski, 2015; Stempień, 2017).

The sociological aspect of physical activity refers not only to the disabled but also to sex-related stereotypes and social exclusions. Researchers in the social context of female sport frequently stress the fact that women, who decide to focus their lives on physical activity, experience the conflict of stereotypical roles, as the role of an athlete does not correspond to the traditional vision of femininity (Mikołaczyk, 1998). Women's participation in sport is frequently limited. This exclusion originated in the ancient times, when due to strict rules, women were not only eliminated from participation in the Olympic Games but also had no right to enter the stadium under the threat of death. The gradual growth of women's activity in sport has been triggered by the modern

era and its sudden changes, which have given women the right to take part in production and other forms of public life. Consequently, the changes have initiated the ongoing evolution of everyday life and the progressing unification of life aspirations and goals of both sexes (Ławniczak, 2016). Nowadays, women undertake various physical activities and often achieve effects similar to their male counterparts.

However, I would like to emphasise that sport is a cure for loneliness, social exclusion, depression, self-acceptance and self-confidence issues. One of the sports disciplines which contributes to socialisation in particular is running. The increasing popularity of this form of activity is facilitated by the ease with which people can do it. This is clearly an advantage over other disciplines – one can train almost anywhere, irrespective of the time of day or year, and without being financially overburdened. The number of sports clubs and running events confirms this thesis. Running competitions become an element of many families' – as well as that of social groups – everyday life, whereby becoming a form of spending free time. It also encourages the making of friends and developing relations, which are strengthened within the personal sphere. Interest in running itself brings people closer to each other and allows for relations beyond sports arenas. In light of competition, when fighting one's own weaknesses and body limitations, the social status, education, age or sex have no importance. There are many stimuli to participation in sports events, especially street and cross-country running events. For some people the main motivation is entertainment, relaxation, or simply getting away from everyday life. For others – making new friends, integration with other runners, or overcoming one's own mental and physical weaknesses play a key role. There are also people who act like sports tourists – the event is then only additional to the planned package of tourist services. Finally, others collect medals, trophies, event T-shirts and race bibs from given events. Therefore, we can observe a significant growth of organised events for jogging lovers on the running market (Dzięgiel, Lubowiecki-Vikuk, 2013; Stempień, 2017).

Each year, mass street runs attract more and more sports lovers and the number of available and innovative running events is still growing. Moreover, the organisers of sports events (apart from the main run itself), prepare multiple other attractions – the so-called accompanying events. These include Nordic walking, roller-skate competitions, runs for both children and the disabled, concerts and festivals. The accompanying events let a broader audience participate in the event, encourage health-improving behaviour, and most importantly, increase the event's competitiveness (Hitchings, Latham, 2017). It should be noted that sports events build prestige and create a positive image of a given place, and amount to an opportunity to present positive changes in a city. However, all events, including sports competitions, are related to multiple risks, especially in the context of the diversity of the group participating. Hence, it is important

to properly plan such an event so that it is safe for participants and provides a feeling of satisfaction and comfort (Lubowiecki-Vikuk, Basińska-Zych, 2011; Piekarz, Jenkins, Mills, 2015).

Participation in an organised run is most often the culmination of a period of a long preparation. The various goals of the participants as well as of the organisers have been cited above. A badly-organised sporting event may not result in achieving these goals. Sometimes it only spoils the day of the event, whereas occasionally it can even lead to tragedies such as injuries or even fatalities. Quite often, there is also opposition from the local community to access restrictions to the site of the event (Shipway, Holloway, Jones, 2013).

#### RISK MANAGEMENT AS SUPPORT FOR ORGANISING RUNNING EVENTS

The organisation of long-distance runs calls for professional preparation within the scope of planning and realisation with the use of specific conceptions or at least their elements (Łuczak, Miśniakiewicz, 2011).

The analysis of relevant professional literature does not indicate a specific profile of key definitions related to projects and project management. A project is a one-time task of defined duration, assigned necessary resources and the determined goal of realisation. On the other hand, project management is defined as an activity which requires knowledge, skills, instruments and techniques in order to realise the determined goals and meet the requirements of a given project (Ammon, Brown, 2007). In the case of sports events organisation, professional project management should consist of planning the sports event, and managing and evaluating it, whereby learning from experience.

Albrecht (2014) takes notice of the fact that sports events organised for amateurs cause specific threats that include poor stamina preparation of participants and the relevant risks associated with this. The researcher emphasises the conception of sports event logistics as a leading element of project management, which is based on risk assessment. Albrecht also indicates that the safety of both participants and supporters must be the priority of sports event organisers. Furthermore, the organisers must be ready for unforeseen situations linked with accommodation, transportation, and handling the competition. Miller, Wendt and Young (2010) consider proper risk management a key element of preparing running event projects. They also find it the basis for achieving goals and assuring participant safety. However, it is not enough to assess the risk or even take mitigation measures for unacceptable risks. It is necessary to develop and implement a comprehensive plan of actions, which indicates the acceptance of all risk factors and readiness for emergencies.

The term *risk* stems from the Latin word *riscore*, which means ‘dare’, and suggests that it should be perceived as a conscious choice and not a necessity (Boo, Gu, 2010). The ISO 31000 standard defines risk as the effect of uncertainty in pursuing a set goal, and risk management as a coordinated set of activities and methods that is used to direct an organisation and to control the many risks that can affect its ability to achieve objectives (ISO 31000, 2018). Consequently, risk management includes defining the context, risk assessment (including risk identification, risk analysis and risk evaluation) and risk treatment. Risk estimation is necessary for taking mitigation measures (ISO 31000, 2018) and risk management itself is pro-active, as its goal is to control unforeseen events (Hanstad, 2012).

Risk management of large-scale sports events should be researched from different perspectives, but the organisers should be responsible for risk identification and management (Moyle et al., 2014). In relevant professional literature, the problem of sports event organisation in the context of risk estimation has rarely been analysed. Most papers touching upon risk management in sport focus on participant safety and crowd control, traumas and injuries, sport infrastructure management, terrorism, damage and complaints arising during sports events, aggression and hooliganism (Leopkey, Parent, 2009a; 2009b; Linton, Valentin, 2018; Toohey, Taylor, 2008; Reid, Ritchie, 2011).

However, we may observe a gap with reference to mass (running) events organised for amateur athletes. According to my own research, as many as 51% of sports event organisers in Poland do not carry out formal project management in compliance with a renowned methodology. Moreover, 78% of them estimate risk informally, which practically comes down to intuitive avoidance of threats and the fulfilment of the existing legal requirements. Therefore, it is likely that decisions related to organising an event are not optimal, as significant risk is not identified and, consequently, it has not been properly mitigated (Hanstad, 2012). Such a situation may lead to obtaining smaller profits (than expected), halting or interrupting the event (Reid, Ritchie, 2011), which can cause damage to the organiser’s reputation and participant dissatisfaction. Moreover, risk management seems to be crucial if participation in a sports event does not require running experience or proof of good health in those who take part.

The desire to fill the gap in research has become my main intention, as my research aims at the identification and assessment of risk factors, which directly affect safety and the satisfaction level of amateur running event participants.

## RESEARCH METHODOLOGY

The research consisted of two basic stages. The first one (preparatory research) was conducted within a group of ten experts in organising sports

events – long-distance runs, experienced participants and researchers within the scope of sport and project management – with the use of the Delphi method. It consisted in identifying a list of risk factors, which were subsequently grouped in a logical way.

At the second stage (proper research), the risk factors were assessed on a scale ranging from 1 to 4 according to their importance (results) and likelihood of occurrence. 27 representatives of running event organisers in Poland (marathons and half marathons), who were responsible for organising seven out of ten largest running events in Poland (with 44,587 participants in 2018) took part in the research. All of the selected running events in Poland were held on flat or moderate terrain and belonged to the category of *street runs*, which allowed for obtaining similar characteristics in the context of climate conditions, participant profile, the declared standard of organisation, including legal requirements.

**Table 1. Characteristics of the preparatory and proper research**

Characteristics	Preparatory research	Proper research
Research method, performed analyses	Delphi method	Risk estimation
Research tool	Research Survey	Questionnaire
Size of sample	10 experts	27 representatives of the largest running events (21K, 42K) in Poland
Time of research realisation	2017	2018
Purpose of the research	Identification and grouping of risk factors for the organisation of running events. Preparation of the proper research	Risk estimation and analysis related to the organisation of running events – assessment of risk factors, primarily of a social nature
IT tools, form of research realisation	E-mail communication, meetings in person	E-risk app

Source: own research.

The study used the e-risk tool, which significantly facilitated the conduct of the research and data analysis.

## RESULTS

The preparatory research allowed for the defining of a list of 75 risk factors classified in the following groups: Safety (1), Budget and finance (2), Information (3), Comfort and satisfaction of participants (4), Organisation (5), Start package (6), Recovery and energy support (7), Reputation (8), Environment and force majeure (9) (Table 2).

**Table 2. Groups and risk factors – results of the preparatory research**

<b>Group 1. Safety</b>	<b>Group 2. Budget and finance</b>
<ul style="list-style-type: none"> <li>– Serious accident on the route</li> <li>– Intrusion of a third party onto the running route</li> <li>– Participant of insufficient health</li> <li>– Collision between people, people and objects, people and cars etc. on the running route</li> <li>– Terrorist attack</li> <li>– Food contamination – intentional pollution of food/beverages available along the route/ in the finish zone</li> <li>– Insufficient medical support</li> </ul>	<ul style="list-style-type: none"> <li>– Insufficient income from participant fees</li> <li>– Insufficient funding from sponsors</li> <li>– Insolvency</li> <li>– Lack of profit at the planned level</li> <li>– Time overlapping with another rival event</li> <li>– Large participation fee</li> </ul>
<b>Group 3. Information</b>	<b>Group 4. Comfort and satisfaction of participants</b>
<ul style="list-style-type: none"> <li>– Obsolete news on the website Lack of/insufficient contact with potential participant</li> <li>– Insufficient promotion/information on external websites</li> <li>– Unintended disclosure of personal data</li> <li>– Personal data theft</li> <li>– Cyber attack – modification, blocking of the website</li> <li>– Lack of a clear, interactive map of the route</li> <li>– Lack of early information about the result</li> </ul>	<ul style="list-style-type: none"> <li>– Lack of free accommodation</li> <li>– Poor organisation of the deposit office</li> <li>– Difficulty in reaching the start of the marathon</li> <li>– Lack of parking space near the start</li> <li>– Inability to receive start packages on the day of competition</li> <li>– Mass start (not in waves)</li> <li>– Inappropriately narrow route, narrows</li> <li>– Lack of/unclear information about the covered distance</li> <li>– Unattractive route</li> <li>– Unattractive expo, a poorly-located expo</li> <li>– Lack of access to showers after competition</li> </ul>
<b>Group 5. Organisation</b>	
<ul style="list-style-type: none"> <li>– Inappropriate running route identification</li> <li>– Insufficient access to toilets</li> <li>– Unattractive catering at the finish</li> <li>– Impossibility of gathering spectators in the start and finish zones</li> <li>– Inappropriate organisation of the run – jams after the start</li> <li>– Inappropriate organisation of the finish</li> <li>– Lack of the appropriate atmosphere during the event</li> <li>– Problems related to organisation, time of the event etc. with the local community and the administration</li> <li>– Delayed start</li> <li>– Smaller than usual number of nutrition points</li> <li>– Inappropriate organisation of nutrition points</li> <li>– Insufficient number of volunteers</li> <li>– Lack of volunteer engagement</li> <li>– Faulty time measurement</li> <li>– Lack of established procedures</li> <li>– Limited human resources</li> <li>– Incompatibility of the running route capacity with the number of participants</li> </ul>	

<p><b>Group 6. Start package and medal</b></p> <ul style="list-style-type: none"> <li>– Unattractive start package</li> <li>– Unattractive design of the medal</li> <li>– Insufficient number of medals</li> <li>– Insufficient number of start packages</li> </ul>	<p><b>Group 7. Recovery and energy support</b></p> <ul style="list-style-type: none"> <li>– Lack of access to massage in the finish zone</li> <li>– Lack of appropriate hydration of participants</li> <li>– Insufficient amount of water at recovery points</li> <li>– Insufficient number isotonic drinks at recovery points</li> <li>– Insufficient number of energy gels, fruit etc. at recovery points</li> <li>– Random choice of nutritional products at recovery points and the finish</li> <li>– Low health quality of the offered nutritional and recovery products</li> <li>– Lack of nutritional awareness of participants</li> <li>– Lack of nutritionist support</li> <li>– Lack of/insufficient number of cooling points along the route</li> </ul>
<p><b>Group 8. Reputation</b></p> <ul style="list-style-type: none"> <li>– Unfavourable media information on a national scale</li> <li>– Unfavourable media information on a local scale</li> <li>– Lack of information about the event in the national media</li> <li>– Lack of information about the event in the local media</li> <li>– An insufficient number of participants</li> <li>– Rival local event</li> </ul>	<p><b>Group 9. Environment and force majeure</b></p> <ul style="list-style-type: none"> <li>– Downpour</li> <li>– Strong wind</li> <li>– Excessively low temperature</li> <li>– Excessively high temperature</li> <li>– Difficult conditions of the running route</li> <li>– Traffic in the direct vicinity of the event</li> <li>– Force majeure</li> </ul>

Source: own research.

Experts emphasised the importance of factors related to the physical safety of participants and to the organisation of the events. They also stressed risks linked with accidents on the route, bad health condition of the participants, as well as terrorist and bioterrorist threats. The research participants took notice of the importance of personal data protection (GDPR) and cyber safety. We should also pay attention to the large number of factors classified in the groups entitled *Recovery and energy support* and *Comfort and satisfaction of participants*, which are very likely to affect the participant satisfaction level. The aspects have also been analysed by Niedbalski (2015), but only to a limited extent – considering the disabled. Niedbalski’s viewpoint can be accepted as a universal approach to the problem.

On the basis of the risk estimation results, five groups of factors were identified with the use of a scree plot – the most significant (11), less significant (16), neutral, of little significance, and insignificant.

Among the most significant factors (Table 3) respondents indicated, amongst others, factors related to financing the event, organisational and safety issues referring to terrorist and cyber safety threats, as well as health of the participants. The group of the most significant factors also included the risk of time overlapping with a rival sports event. Other authors have also found the aspects of physical safety highly important – both traditionally understood (securing the route, escape routes, emergency corridors) (Leopkey, Parent, 2009a) and those typical of modern times, such as terrorism (Moyle, Kennelly, Lamont, 2014).

**Table 3. ‘The most significant’ risk factors**

Code	Risk factor	Average	Standard deviation
2.2.	Insufficient funding from sponsors	6.27	2.50
5.16.	Limited human resources	6.03	1.56
5.8.	Problems related to organisation, time of the event etc. with the local community and the administration	6.01	2.35
9.7.	Force majeure	5.95	1.96
2.5.	Time overlapping with another rival event	5.93	0.92
3.4.	Unintended disclosure of personal data	5.78	2.39
5.14	Faulty time measurement	5.76	2.55
2.1.	Insufficient income from participant fees	5.74	1.86
5.9.	Delayed start	5.26	1.00
5.17.	Incompatibility of the running route capacity with the number of participants	5.17	1.69
2.3.	Insolvency	5.10	2.69

Source: own research.

It seems to be obvious that factors related to finances and the technical organisation of the event amount to very important elements from the point of view of organisers, who, like any other entrepreneur, aim at maximising their own profit. However, it should be emphasised that factors affecting comfort and participant satisfaction were also assessed as significant. They mostly refer to the route of the run and actions realised during the run, whereas the accompanying actions were considered less important. The latter include the organisation of the start, additional bonuses in the form of massage, a meal after the competition, the contents and quality of start packages and medals (Table 4).

**Table 4. ‘Less important’ risk factors**

Code	Risk factor	Average	Standard deviation
6.1.	Unattractive start package	4.94	1.54
8.1.	Unfavourable media information on the national scale	4.87	1.74
4.4.	Inability to receive start packages on the day of competition	4.76	1.99
5.13.	Lack of volunteer engagement	4.68	0.99
5.5.	Inappropriate organisation of the run – jams after the start	4.68	1.05
3.5.	Personal data theft	4.60	1.39
8.5.	Insufficient number of participants (too little interest)	4.54	1.79
4.7.	Inappropriately narrow route, narrows	4.52	1.57
5.1.	Inappropriate running route identification	4.44	1.74
5.12.	Insufficient number of volunteers	4.42	1.45
1.1	Serious accident on the route	4.31	1.14
7.3.	Insufficient amount of water at recovery points	4.31	1.72
1.2	Intrusion of a third party onto the running route	4.26	1.21
4.2.	Poor organisation of the deposit office	4.17	0.92
8.6.	Rival local event	4.17	2.36
1.5.	Terrorist attack (an explosion, shooting, ramming)	4.16	1.89
1.7.	Insufficient medical support	4.15	1.55
7.4.	Insufficient number isotonic drinks at recovery points	3.53	1.03

Source: own research.

The conducted research may amount to advice for all running event organisers regardless of the event’s importance and size. It was proved that organisers, while taking care of their own interests, should pay attention to the location of competition, the route, an appropriate selection of the personnel, as well as assuring proper medical support and recovery points on the route. These factors become even more important in the case of disabled or not fully abled participants. It seems that if the organiser minimises the risk affecting participant comfort and safety to an *insignificant* or *acceptable* level, they have a chance to gain the trust of participants and enhance their image. In consequence, such actions should have an impact on reducing the budget-related risk.

## CONCLUSIONS

In this paper, the author has taken up the topic of amateur sports activity (running) in the context of factors conducive to the elimination of marginalisation, and at the same time associated with increasing the quality of the lives of those who

participate. The importance of the running activity for the integration of individuals has been demonstrated in the context of various forms of marginalisation. The implementation of a training plan and participation in running events has a social dimension. A high level of management is necessary for achieving the objectives set by marathon and half marathon organisers. The research hypothesis was established and both the objectives and research have been designed and realised. Moreover, risk factors have been identified.

The research discussed in the present paper shows the importance of risk analysis at the stage of planning competitions. Defining critical points allows for the prevention of critical situations, adjusting specific elements to participant needs, as well as increasing the safety level and participants' satisfaction. The discussion over the results of other studies confirms a massive interest in running, basically only in its positive dimension, i.e. as a phenomenon, which strengthens the socialisation of amateur athletes. At the same time, the discussion also indicates the underappreciation and non-application of methodical risk estimation in the organisation of running events in Poland. Relying heavily only on intuition in this regard can reduce the safety and appeal of such events and, more broadly, sport itself as a form of human activity. Consequently, the abovementioned has a significant impact on permanent struggle for eliminating exclusions and increasing the quality of life.

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### Summary

Physical activity is a basic factor of human development – it brings satisfaction, vitality, energy, has a therapeutic dimension and affects the quality of life. Among the large group of amateur athletes, there are people vulnerable to social exclusions related to disabilities, psychological dysfunctions, sex and social status. For these people sport is a cure for loneliness and lack of self-confidence, as well as it positively affects their motivation to overcome barriers, which is reflected in other spheres of their lives. One sport that in particular integrates different social groups is running, as confirmed by the growing number of amateur runners, training activities dedicated to them and running events organised for them. However, it is important that organisers of such events ensure the safety of participants and take care of their satisfaction and comfort by holistic planning of all organisational activities. The study hypothesised that factors concerning the safety, comfort and satisfaction of participants play a vital role in organising running events. The aim of the article was to identify and assess the risk of organising running competitions for amateurs in the context of ensuring safety and satisfaction for all participants of the event. In particular, the author noted the risk factors of a social nature, conducive to integration, associated with countering exclusions. The paper presents test results for national competitions involving 21 and 42 km runs. The identification of risk factors was performed by 10 experts (the Delphi method) and 27 representatives of 7 running events organised in Poland (2017–2018) (risk estimate, a questionnaire) took part in the risk estimation. Risk estimation was carried out on the basis of average (effect and probability). The results of the study provide unequivocal information about the spheres of organising sporting events which in the highest degree can affect the safety and comfort of their participants and the perception of the competition itself. Among the key risks there were: inadequate financial and organisational resources, route capacity, or technical problems. Moreover, the paper includes an attempt to discuss results of other research.

*Keywords:* quality of life, fight against exclusions, running activity, risk management in sport, social aspects of sport.

## Organizacja imprez biegowych – niwelowanie wykluczeń oraz podnoszenie jakości życia

### Streszczenie

Aktywność fizyczna jest podstawowym czynnikiem rozwoju człowieka – dostarcza satysfakcji, witalności, energii, ma wymiar terapeutyczny i oddziałuje na jakość życia. Liczną grupę spor-

townców amatorów tworzą osoby narażone na wykluczenia społeczne wynikające z niepełnosprawności, dysfunkcji psychicznych, płci, statusu społecznego czy innych przyczyn. Sport dla tych osób stanowi antidotum na samotność, brak pewności siebie oraz czynnik motywacyjny do pokonywania kolejnych barier, co przekłada się na inne sfery życia. Jednym ze sportów, który w szczególności integruje różne grupy społeczne, jest bieganie, czego potwierdzeniem jest rosnąca liczba biegaczy amatorów, zajęć treningowych im dedykowanych i organizowanych dla nich imprez biegowych. Ważne jest jednak, aby organizatorzy takich imprez zapewnili bezpieczeństwo uczestników oraz dbali o ich satysfakcję i komfort poprzez holistyczne planowanie wszystkich działań organizacyjnych. W pracy postawiono hipotezę badawczą, że czynniki dotyczące bezpieczeństwa oraz komfortu i satysfakcji uczestników odgrywają istotną rolę w organizacji imprez biegowych. Celem artykułu była identyfikacja i ocena ryzyka organizacji zawodów biegowych dla amatorów w kontekście zapewnienia bezpieczeństwa i satysfakcji wszystkim interesariuszom wydarzenia. W szczególności autor zwraca uwagę na czynniki ryzyka o charakterze społecznym, sprzyjające integracji, związane z przeciwdziałaniem wykluczeniom. W artykule zaprezentowano wyniki badań dla krajowych zawodów obejmujących biegi na dystansie 21 i 42 km. Identyfikację czynników ryzyka wykonało 10 ekspertów (metoda delficka), a w szacowaniu ryzyka wzięło udział 27 przedstawicieli 7 imprez biegowych organizowanych w Polsce (2017–2018) (szacownie ryzyka, kwestionariusz). Szacowanie ryzyka dokonane zostało na podstawie średniej (skutku i prawdopodobieństwa). Rezultaty badania dostarczają jednoznacznych informacji o sferach organizacji imprez sportowych, które w najwyższym stopniu mogą rzutować na bezpieczeństwo i komfort ich uczestników oraz percepcję zawodów. Pośród kluczowych ryzyk znalazły się m.in. niedostateczne zasoby finansowe oraz organizacyjne, przepustowość trasy, problemy techniczne. Podjęto także dyskusję z wynikami innych badaczy, prowadzących badania w zakresie organizacji imprez sportowych i zarządzania ryzykiem.

*Słowa kluczowe:* jakość życia, walka z wykluczeniami, aktywność biegowa, zarządzanie ryzykiem w sporcie, społeczne aspekty sportu.

JEL: Z29, L20.