

INFLUENCE OF MOBILE WEB APPLICATIONS ON VISITORS EXPERIENCE



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THESIS

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Thesis about

Influence of mobile web application on visitor experience in the international equestrian competition sector in Germany.

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Preface

I am a four-year student „ International Equine Business Management” from the Aeres University of Applied Sciences in Dronten, the Netherlands. This thesis is written about the influence from mobile web application on visitor experience of international equine sport events. The goal of this assignment is to finish my bachelor study in equine business management at the Aeres University of Applied Sciences. The research takes place during February 2018 to June 2018.

The following chapters include a summary of the theme, the results of the research and the conclusion and recommendations for the future.

Before we address the actual topic of this thesis, I will thank all employees of “Equine Industry BV”, which gave me the direction to think more about this topic. Furthermore, I will thank Jessica Reinartz for the cooperation to write this report. In addition, I thank the SAP Team and the employees of the Events, CHIO Aachen, K+K Münster and Stuttgart German Masters for her time and the information, they provided me concerning this topic. Furthermore, I want to thank Mrs. M.v. Leeuwen from the Aeres University of applied Science for the coaching during the writing of this thesis.

Leonie Schreurs,
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Summary

This research is dealing with a current issue within the international equestrian sport event sector. Caused by the development of the mobile web internet and the use of mobile web application every day, many events and technic firms are considering of already does to include the visitor more in the equestrian sport with an application in Germany.

The issue is, what is the development of such application yet and how they are promote and used, to define the future of these mobile web application on the international equestrian sport event market. For this research, to get an overview over the daily treatment end the results on this market, a questionnaire was placed on a social media platform and 4 interviews was been taken. While this data assimilation 860 people filled in the questionnaire and 3 different event manager of international equestrian sport events and 1 SAP Group employee was interviewed.

Remarkable results were that more than the half visitors come for the atmosphere and show program and not only for the high-quality sport. They want to see the show act, as Show jumping in costumes, more than normal sport. The involvement through the atmosphere is a huge impact. They love the attraction through the feelings, atmosphere of the other visitors and are impressionable in the situation of the whole situation in the high sport.

The mobile web application is only an addition yet and deal with the younger generation, the more technic involved generation. The mobile phone is everywhere nowadays and makes the life easier in many situations. The two types of involvement app are the SAP Analytics Equestrian application to show the eventing parcour from the view of the rider themselves. They send via a cap camera the parcour and combine this was background information about heath rate, tempo and sound. The other application is a Judging application to score the points of the ride of the rider. The users get the chance to be the judge and compare their answers with the real one of the judge or other visitors. In this case they learn more about the judging in the discipline and the movement and influence of the rider.

Therefore, the German event manger needs to go with the time and support this type of application. Not all involvement application need to be used on an event. The organisation team need to pick one of two and promote these ones and support the younger generation target group. But on the other hand, it is also very important to understand the importance of the whole community and atmosphere and the tradition aspect for the older generation. To witness something in such a huge way is amazing and need to be supported.

Summary in German

Diese Studie befasst sich mit einem aktuelleren Thema innerhalb der Reitsportbranche. Durch die zunehmende Benutzung der mobilen Smartphones und der damit verbundenen Apps, die täglich über Internet benutzt werden, sehen die Eventmanager und Techniker die Chance die internationalen Pferdeturniersportbranchen dem Besucher näher zu bringen und diesen mehr ins Geschehen zu integrieren.

Doch dabei könnte man auf verschiedene Probleme stoßen. Wie sieht die Zukunft der internationalen Pferdeturniersportevents eigentlich aus? Ist für diese Entwicklung überhaupt Platz auf dem Reitsportmarkt oder wird die Integration und Kombination des Pferdesports und der mobile Internet Nutzung keine Zukunftsperspektive haben?

Dies hat sich die Studie als Fragestellung genommen und auf dem deutschen internationalen Reitsportmarkt überprüft. Um diese Fragen zu beantworten wurde eine Umfrage bezüglich dieses Themas ausgeführt. Hierbei wurden insgesamt 860 deutsche Reitsportinteressierte mithilfe eines Fragebogens befragt. Desweiteren wurden 4 Interviews geführt. 3 mit 3 verschiedenen Organisatoren von internationalen Pferdesport Austragungsstätten und 1 mit einem Mitentwickler und Mitarbeiter der SAP Group. Alle Informationen wurden gesammelt, zusammengefasst und ausgewertet.

Auffallend war das die meisten Besucher wegen der Atmosphäre und Showprogramm zu den Events erscheinen. Nicht der Sport steht im Vordergrund, sondern das Gefühl und die Ablenkung von dem Alltag. Die Atmosphäre zieht die Besucher mit und involviert dieses schon reichlich in den Sport und das Gefühl von Zugehörigkeit und mit ungefähr 40.000 anderen um dasselbe Ziel zu feiern.

Um diese Atmosphäre und Involviertheit ins Geschehen noch zu unterstützen, stellte SAP 2014 die ersten Möglichkeiten vor den Besucher den Pferdesport noch näher zu bringen. Die SAP Analytics Equestrian App liefert die Möglichkeit mit Hilfe einer angebrachten Helmkamera den Ritt des Reiters aus der Sicht des Reiters wahrzunehmen. Unterstützt mit Hintergrund Informationen ist die App für die Besucher eine schöne Ergänzung an den Vielseitigkeit-Sport.

Die Judging App ist noch der größere Trend für die Zukunft. Die Möglichkeit so zu tun als ob man selber im Richterhaus sitzen würde und sich dann mit den echten Richtern und anderen Besucher zu vergleichen macht aus der App einen kleinen Wettbewerb und unterstützt den Lernfaktor mehr auf die Bewegung und Einwirkung des Reiters zu schauen.

Deutsche Eventmanager aus dem internationalen Pferdesektor sollten sich der zunehmenden Wichtigkeit der Apps im Klaren sein und hierbei versuchen mit der Zeit zugehen aber auch die wichtigen Traditionen, die die Atmosphäre ausmacht weiterhin zu unterstützen.

Chapter 1- Introduction

This chapter will introduce the topic. In first instance, it describes the board and theoretical framework. After that the main and sub questions of the research are mentioned and in the end the objectives of this thesis.

1.1. Overview of the situation

“Visitors who were highly involved in sport programs and activities were more likely to be satisfied and express an intention to return in the future.” (Graham Brown, 2015)

The involvement of the visitor in sport programs is more important than ever. Within the last years there were many changes on the event market to attract more visitors. The satisfaction of the visitor is the main point of every event and involvement plays a big role in the character of a pleased visitor. In this case the event manager tries ever possibly action to create a nice and unique atmosphere for the visitor and try to stay up to date by trends.

Events and festivals were celebrated for over 10.000 years. The first people celebrate different kinds of rituals and festivals, for their gods or food or the end of the winter. This was the main acts for a long time. Every people of the village or tribes are involved. Even this time ago the people need an escape of their daily life or celebrate to feel saver, (to worship a good). This was for many years the only festivals there are celebrate, the sport related events came later.

The involvement of the visitor was always an important point, in the histories of origin of events. The begin of public involvement in sport event was the current the ancient Rome. The athletic of Rome had seral forms of sport such as jumping, wrestling, boxing and racing. the most popular public game was the gladiatorial combats. They take place in the first arenas of the world, for example the coliseum. It was built to host sport events and entertained the public. These combats had begun as funeral games around the 4th century BC and became popular spectator events in the late Republic and Empire. The enormous size of the amphitheatres indicates how popular these events were.

This was the first-time sport events were for everybody open. The public was involved in the outcomes of the game, in this case choose about life and death. It the editor made no rules for the game; the combatants could fight until the audience asked for their dismissal. It was then up to the editor to decide whether to go along with the crowds wishes or call for a fight to the death. Gladiatorial shows turned war into a game, preserved an atmosphere of violence in time of peace and functioned as a political theatre which allowed confrontation between rulers and ruled. This kind of public executions helped inculcate valour and fear in the men, women. Children learnt the lesson of what happened to soldiers who were defeated. It has a political effect of the crowd. The workless and angry people need a distraction to do not let the anger out at the politician of another commoner. The involvement averted a civil war. (Schulz, 2004)

Over the century's the kind of sport events changes. More rules would be appointed, and more different kind of sport disciplines were involved. The biggest sport event is the Olympic games, yet. In the history, they were held every four years at the sanctuary of the goods Zeus. The games were created to calm the public down. It has been widely written that during the games, all conflicts among the different countries were postponed until the games were finished. The commoners are involving getting a free time of their miserable life and problems. It was a

political way to keep everybody calm. Furthermore, the crowd have identified themselves with the athletics. There were normal people to get their honour through these games.

The involvement of the visitor is important for many years. The visitors' expectation on an event, it does not matter of music, sport or comedy event, is to take a break from everyday life. The best way is to attract more visitors, they need to think over other things than their own problems and should involve them into the event self. Over the years there were found new ways to create this involvement. In the begin the decide of life and death and now different kind of mobile web applications to get the attentions for the visitor to the equestrian sport event.

This thesis will focus on the international events of the equestrianism in Germany. It includes the three disciplines, jumping, dressage and eventing. The research will be interesting for all equestrian sport event organisations, who already used mobile web application to support the visitor atmosphere or for the organisations of events which are not yet convinced to get used them. Furthermore, to advise the visitors which app is necessary to download for an event and which one is not.

This research will analyse the future of the mobile web applications on international equestrian events and their influence.

1.2. Theoretical framework and knowledge gap

The following paragraphs will discuss the theoretical field that will be used for the analysis of the data. It included the defining of sport events in general and the specialist equestrian sport. Furthermore, it describes the typical equestrian sport visitor. Finally, it describes the need of mobile web applications nowadays and in combination with the attention on equestrian sport events.

1.2.1. What define Sport Event

Two of the earliest academic attempts to define events come from Donald Get and J.J. Goldblatt in the early 1990, who identify an event as being a special, one-off unique and beyond every day experience.

The idea of an event being a special moment in time is a recurring feature and is used to demarcate an event from other activities in life. (G.Berridge, Events Design and Experience, 2006)

The signification of highlighting the different moments of an event is the creation of something special for the visitor. The idea of a sport event is building a special moment or experience for the visitors. Incorporating this idea of ceremony, ritual, need and experience is what makes an event a physical element and a psychological element. The signification of highlighting different moments of the sport event is the creation for something special. (G.Berridge, Events Design and Experience, 2006)

The need of an escape of the daily routine is nowadays more important than ever. The stress factor become important enough in our daily life, including work and social standard. The easiest way to escape is to take a break from everyday life. This free time need to be special for the individual person, that they can forget for a short time their problems and worries. Every person is different and have different requirements. They chose their own push and pull factors to escape to an event and escape their problems. There are 6 motives, that should be the factors to go to an event. These 6 factors are the cultural exploration, novelty or regression, recover, equilibrium, known group socialization, external interaction and gregariousness. (J.L.Crompton & S.L.McKay, 1997)

The sport world has many different opportunities to create an escape for a short time. The visitor roots for their sport stars and enjoy their free time on a sport event.

Furthermore, sport activities have the power to join people beyond religious, ethnic, geographic, cultural and social barriers and become one of the new players of contemporary national and worldwide market and create a possibility for the market to present them. (H.Ibrahim & Almarshed, 2014) On many events is a market to present their new products or sale them. In sport sector is the possibility for sponsoring to. The athletes present their sponsors on their clothes or in advertisements. These sponsors are usually representing themselves on the event, to create a network with new customers.

1.2.1.1. Equestrian events

The Equestrian events named Equestrianism and represent on the international sector the disciplines: Show jumping, Dressage, Driving, Eventing, Vaulting, Reining and Endurance on FEI Level. (FEI Disciplines, kein Datum)

The three most current disciplines in Germany are Dressage, Show Jumping and Eventing.

Dressage

Dressage shows the natural movement of the horse supporting through the rider. The whole training process is designed to support the strength of the horse and a good partnership between horse and rider. (Newmann, 2018) They show as team, a performance of different lection on a 60x20m ground and the rider needs to get the perfect balance for his horse to gets the best result. Dressage considered the most artistic of the equestrian sport. The horse has to perform at walk, trot and canter. All teams will be tested in a performance of movement.

Dressage Judges

On international dressage show are five Judges present. Three on the front line, of the show ground and two on the two side lines. They get the best view of the performance and can give the fairs results. The grades are from 1 to 10 (10 is the best) and would be cleared with the results of the other judges. The grade will be given for every lessons of the performance.

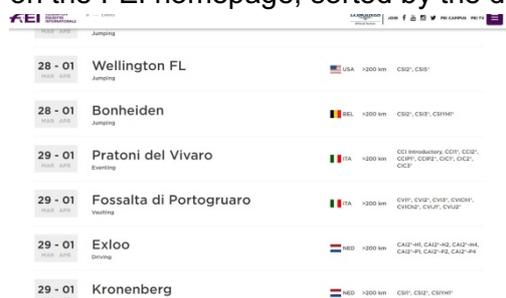
Show Jumping

Show jumper classes are over different courses of obstacles (verticals, spreads and double and triple combinations). The intent is to jump clear over the parkours in the best time (clear round).

Eventing

Eventing named Cross-Country is a combination from Show Jumping, Dressage and Cross-Country Jumping. All three disciplines need to be ridden by a single horse and rider combination.

There is different international event through the years around the world. There are all lists up on the FEI homepage, sorted by the date.



Date	Event Name	Country	Disciplines
28 - 01	Wellington FL	USA	>200 km CS2J, CS2F
28 - 01	Bonheiden	BEL	>200 km CS2J, CS2F, CS2NF
29 - 01	Pratos del Vivaro	ITA	>200 km ED, ED* (including), CCEP, CCEP*, CCEP*, CCEP*, CCEP*, CCEP*, CCEP*, CCEP*
29 - 01	Fossalta di Portogruaro	ITA	>200 km EGV1, EGV2, CVD1, CVD2, CVD3, CVD4, CVD5, CVD6, CVD7, CVD8, CVD9, CVD10, CVD11, CVD12, CVD13, CVD14, CVD15, CVD16, CVD17, CVD18, CVD19, CVD20, CVD21, CVD22, CVD23, CVD24, CVD25, CVD26, CVD27, CVD28, CVD29, CVD30, CVD31, CVD32, CVD33, CVD34, CVD35, CVD36, CVD37, CVD38, CVD39, CVD40, CVD41, CVD42, CVD43, CVD44, CVD45, CVD46, CVD47, CVD48, CVD49, CVD50, CVD51, CVD52, CVD53, CVD54, CVD55, CVD56, CVD57, CVD58, CVD59, CVD60, CVD61, CVD62, CVD63, CVD64, CVD65, CVD66, CVD67, CVD68, CVD69, CVD70, CVD71, CVD72, CVD73, CVD74, CVD75, CVD76, CVD77, CVD78, CVD79, CVD80, CVD81, CVD82, CVD83, CVD84, CVD85, CVD86, CVD87, CVD88, CVD89, CVD90, CVD91, CVD92, CVD93, CVD94, CVD95, CVD96, CVD97, CVD98, CVD99, CVD100
29 - 01	Exloo	NED	>200 km CA2J-HE, CA2J-NE, CA2J-WE, CA2J-SE, CA2J-PE, CA2J-DE, CA2J-EE, CA2J-SE, CA2J-NE, CA2J-WE, CA2J-SE, CA2J-PE, CA2J-DE, CA2J-EE
29 - 01	Kronenberg	NED	>200 km CS2J, CS2F, CS2NF

Picture 1-Dates_InternationalEvents

International equestrian sport sector defines a new event sector. In this way there is a great opportunity to see high quality sport and teamwork between horses and people. On the other hand, the side programme is great too. The different show acts for „no horse people“ the shopping opportunities etc. Every year the variety is bigger. Horses and Dreams and CHIO Aachen, design the event country related to offer their visitors every year a different show, in Germany. Through the surrounding programme gets the visitor more binding with the representative country. Last year CHIO in Aachen present the Netherlands as partner country.

1.2.2. Definition of visitor equestrian sport competition related

The attraction of sport events is for some higher than for others. There are different types of terms, long terms and short terms (weather, quality, balance of competition etc.), which are important for the visitor. If there is an unfair balance between the competitors, there will be no fun of watching the competition for the visitor.

Furthermore, the weather can affect the attendance of the visitor and the quality of the competition. In winter season the most competitions are inside. A waterlogged or rain affected ground will not only inconvenience many fans. Riders could not compete, and fans can be disappointed to be not able to see them.

The location themselves is important for the attendance of the visitor. It has been revealed that standards of stadium design, food and drink, ticketing, child facilities have an effect to the visitor experience. (H.Westerbeek & A.Smith, 2003) Nowadays the equestrian sport is not enough to create the perfect event and program for the visitor. The visitor wants a spectacular atmosphere to forget for a short time their problems and escape in a “different world” of sport, teamwork, trust and shows. The events nowadays are a sort of mini vacation. The visitor wants a special time and do not think about money, political, social or own problems. They spend much money for food and the program to create a perfect memory. (P.F.Nunes & F.V.Cespedes) The organisations provide service for consumers and create the best possible event for low costs, for the visitor, and high quality. (Y.Ram, P.Björk, & A.Weidenfeld, 2015) There

need to be other programme too, to entertain the people with not that equestrian understanding. In this case different show acts are planned on the international events. This is important to create a binding between “no-horse people” and the equestrian sector and create a new marketplace.



Picture 1-Pferd und Sinfonie_2017_CHIO Aachen

Also, there are different types of clients. Some of them come with a clear expectation and idea of what their event should be. Other have no idea apart from knowing they want to see a sport event. (J.Tum, P.Norton, & J.N.Wirght)

Some explain this attraction in terms of identification and the personal commitment and emotional involvement that the visitor associate with a sport. In the equestrian sector the association to the rider or sport can be different. There are 4 different kind of spectator that are important for the equestrian market. (G.Berridge, Customers, Stakeholders and Gap Analysis, 2002)

Type of spectator	Motivation	Behaviour
Aficionado	Seeks quality performance	Loyal to the sport
Theatregoer	Seeks entertainment	Attend to many events
Passionate partisan	Wants the rider/horse to win	Loyal to team (rider and horse)
Champ follower	Wants team to win	Short loyalty to a team (rider /horse)

Schedule 1-Model_Spectator

The Aficionado is loyal to the sport themselves. He loves to see quality equestrian sport and he do not want to see a special horse or rider.

The next one is the Theatregoer loves the atmosphere on equestrian events and wants to enjoy the entertainment of the sport. The third one is the Passionate partisan, he is loyal to a rider and horse or rider or horse. This term of the sport changed very often. Some rider changes their horses every season, because they need a connection with the horse to perform top quality. It is difficult for thy type of visitor to find a team to connect with. But if he found a connection he will attend to every event, where the “team” present their level.

The last visitor is the Champ follower. This type of spectator shows short loyalty to a team. This should be the most represented visitor in the equestrian sport sector the last years. The most visitor on international equestrian event do not identify themselves with a rider for more seasons, they look for the best team of rider and horse and support them in the competition. This changed a little bit in the last years. Riders build a connection with their fans through social media. With this connection the visitor can identify with a rider or a rider-horse team and the visitor change in a Passionate Partisan. (H.Westerbeek & A.Smith, 2003)

Even though spectators are not actively involved in the game, their exposure to the sport leads to feeling of personal competence and mastery. Almost seen in football and team sports. The fan supports the game and create a supporting atmosphere for the team. In the equestrian sport this is not that spread, but the rider feels this supporting too.

These four types of spectator behaviours are important for the planning of the event and to understand and support this visitor the wireless internet plays an important role.

1.2.3. Mobile web application

Internet have become an integral part of our life. Rapid advances in mobile technologies now allow consumers to interact, create and share content on the internet regardless of their location. Everything is planned of organised by different mobile software application (Apps). There are computer programs designed for mobile phones, tables or watches. The possibility to get everything and everyone connected through the internet is although a possibility for the equine sport sector. The mobile internet allows for sport organisations to have contact with their costumers anywhere and anytime. (H.Westerbeek & A.Smith, 2003)

1.2.3.1. Sport and mobile web application

Mobile phones and tablets become an important part of people’s life. They will be taken every way and the most daily function are online accessible too. The same possibilities are for sport events important. Sport organisations get the opportunities to create a new marketplace for their event. There are different kind of possibilities for the sport to create a new business model for the sector. The internet connects billions of people every day in most of the nations around the world. Facebook are used by 1,74 billion mobile active users. (The Top 20 Valuable Facebook Statistics, 2018) There is no big difference with other application in the wireless world. Instagram are used by 800 million in September 2017. (Number of monthly active Instagram users, 2017) The users get in connect with their friends or fans or customers. The

wireless mobile application allows the athlete to contact their fans anywhere. Through their home story, which the user can post a photo or video of 1-30 sec to show their followers their daily live for one day, on Instagram, the fan can get an access to their daily life and training. The involvement in the daily life of an athlete is for the visitor of the sport event important. They feel connected with their sport star and gets a better feeling in involvement in the sport themselves. (H.Westerbeek & A.Smith, 2003)



Picture 2-Homestory_JessicavonBredowWerndl

1.2.3.2. Mobile web application and the equestrian sport sector

The development of social media and mobile web application is a big opportunity for the riders and breeders too. They can show their life of opinion on an individual and special way to the horse sector. Many international riders, show parts of their daily training and their shows on their Instagram, snapchat of Facebook pages. The normal fan or visitor of their equestrian event can create a binding with their individual riding star and/ or horse.

Another opportunity, from the new world of mobile web application, is to create another marketplace for their event through event application. This application of the event self, present the visitor the highlights of the last competition and exclusive date information or background information about the event themselves. An example therefore is the CHIO App. This app offers a nice service for their visitors and is created by SAP. SAP is the Official Technology Sponsor of the World Equestrian Festival. (Schuhmacher, 2016)

Through this partnership and mobile web application the customers get the most important news about the sport and exciting information about CHIO Aachen. The application of CHIO Aachen combine the information side of mobile web and the involvement of the customer. (Always up-to-date with the CHIO Aachen App, 2018) This app leads the visitor to the judging app to judge over the rider during their competition. CHIO Aachen in 2013 involve the audience with this spectator mobile web application for the first time. (Black-Horse-One, 2018)

This is a third version of mobile web application for the equestrian sport. The visitor can get involved in the sport themselves. It is a unique fan engagement app which enables the audience of top level horses to get in the judge seats. Since 2017 the application is also accessible for show jumping driving and vaulting. The customers are now able to involve themselves into the sport. (Black-Horse-One, 2018)

This application makes the sport more interesting for the spectator, but it is hard for the cross country to reach a broader audience, because it is difficult for the fans to follow the action on the whole cross-country courses. SAP technology designed a possibility to involve the spectator through a whole ride of a rider. The SAP Equestrian Analytics is an application to give the fans the opportunity to follow the riders live.



Picture 3-IngridKlimke_SAP_Analytics_Cross-country

Further SAP application are the SAP Equestrian FAN Quiz and the SAP Analytics for Show jumping. (Schuhmacher, 2016)

1.3. Why is it relevant for the Equine sector?

The involvement of the visitor is as important as ever. The visitors have more high standards than 20 years ago. To involve the visitor in the sport himself is the modern creating of atmosphere. During the last years different kind of mobile internet software's try to create new possibilities for the visitors in every type of sport. Through social media it is easier to get a connection between rider and sport fan and involve through this way the sport fan more in the sport.

In this case it is also important for the equine sport sector. This research will get an overview of the situation of visitor behaviour on the equestrian sport events and find answers if mobile web applications support these events or hamper it. The equine sector need to be aware to this development of mobile web applications and.

1.4. Key questions and subsidiary questions

What is the future of mobile web applications, which influence the visitor experience on international equestrian sport events in Germany?

Sub-Questions:

1. What is the type of visitor on international equestrian sport events in Germany?
2. What are the possibilities and trends of mobile web applications on equine sport events nowadays?
3. What changed relating to the involvement of the visitor in the equestrian sport?
4. Which visitors uses the mobile web application and how often?
5. How many equestrian sport events already involved mobile web applications on their events in Germany?

As comment the main question was change a little bit to find a better word for behaviour. The questions and answers of this research are more including the experience of the visitor during the event and the use of the mobile web applications than the real behaviour.

1.5. Objectives

The goal of this thesis is, to figure out how much influence the mobile web application has on the visitor and is it support the equestrian sport event or hampers it.

This thesis will help event managers and their project group to get a better overview of the necessary from mobile internet on their equestrian sport event in Germany.

At the end of the thesis an advice for event manager is about how they use mobile internet on their events and what is the future of it.

For the visitors, there will be an advice to get an overview which mobile internet they should use and what are the chances and consequences of them in implying the event self.

Chapter 2 - Approach

This chapter will give an overview about the research design, the material and the methods that are going to be used.

2.1. Materials

The participants on this research are people in the equine industry on Germany in the age of 14- 29. This target group is the most users of social media nowadays. (Impulse, 2018) The questionnaire is filled in by approximately round 860 equestrian sport visitors, of 1500 members in the different equestrian Facebook groups. The answers of the 860 horse sport event visitors are given via an online questionnaire, which was distributed with a link on Facebook. The possibility on Facebook was to share the questionnaire in different equestrian group and reached many equestrian people from Germany. They already use social media and through this groups it will be easier to define the target group. The planning was to interview 5 different managers of the international equestrian sport events. The final interviews were given through only three of the, but they are all from that different type of event. One Mangers of CHIO Aachen, they already use this application outside. Other managers were from Stuttgart German Master, they already use this application inside. And the last interview was given through an employee of the K+K Cup Münster. (Black Horses One, 2018)Them and the SAP employee was asked through an interview. All interviews and questionnaires were in German to guarantee a bigger target group.

The materials that was used to create the questionnaire is Google Forms. It was distributed with a link on the social platform Facebook.

In the attachment the questionnaires, interviews and answers are added. The questionnaire and the interviews were one German to reach more people and to obviate language problems and misunderstandings.

2.2. Research design

The research design of this thesis was differenced per question. The first question was a quantitative question to get information from many questionnaires. The second sub question was qualitative question. The question needed to be more specific to get the best quality from the answer. The third and fourth question was quantitative questions again. The last sub question could be answered through a deep interview. In this case the interview partner talked over a specific topic and the interviewer went deep in the topic to get so much deep information as possible.

2.3. Methods

In this study interviews with equestrian sport event visitors and event manger was used. Depending on the location of the event, these interviews was carries doubt by myself, by telephone or social media networks.

2.4. Response the questions

To answer the main question of this report. It was necessary to answer the sub question first, to get more direction with the topic of influence through mobile internet.

1. What is the type of visitor on international equestrian sport events in Germany?
2. What are the possibilities and trends of mobile web applications on equine sport events nowadays?
3. What changed relating to the involvement of the visitor in the equestrian sport?
4. Which visitors uses the mobile web application and how often?
5. How many equestrian sport events already involved mobile web applications on their events in Germany?

To answer the first question, it was needed to analyse the visitor today? Therefore, it was answered by analysing a questionnaire of 860 equine sport visitors of Germany. This one was placed on social media platform's like Facebook. In the same questionnaire it was analysed what kind of mobile web trends are used ordinary and on sport events. In this case we answered the first two questions with the answers of the questionnaires. The second and third question was answered by the event managers, what their impression is during their events. Which apps are now in comment and which are a not that popular. SAP also described their impression over the development of the mobile web application. For the fourth question, the answer was given through the questionnaire of the visitors to show their experiences. The last question can was answered through the managers and the SAP employees.

The view of the event manager was analysed through 3 interviews with different manager. During these interviews we answered the question, "how much is the mobile internet involved in the event?" and is it necessary to be?

Another interview was important to advise the organisation of equestrian events. The technology view was analysed through an interview with SAP. What are their plans for the future and how can we involve them in the organisation of our event.

As least it was necessary to advise with the type of visitor and the knowledge of the different events what the future is for mobile internet on events and their chances for the event manager.

2.5. Data processing

The Data of the online questionnaire was analysed with the google Forms the first idea was to analyse the data with SPSS but for the overview and to get the right input it was necessary to take the answers and diagrams of google forms. This program transforms the answers in diagrams. These diagrams gave an overview over the situation on the market from the viewpoint of the users.

The interview answers had written in a fluent text and show a short overview in tables.

Chapter 3 – Results

In this chapter the outcomes of the survey will be presented and visualized. The main survey was filled in by 860 Germans and the interviews were given through an employee of the K+KCup, Aachenerreiturier GmbH and Stuttgart German Master. The last interview was filled in by an employee of the SAP Team. The most relevant results will be presented which are linked to the sub question to get the best overview. First the results of the questionnaire should be documented and after that the answers of the interviews are shown to get the best inleading for the conclusion.

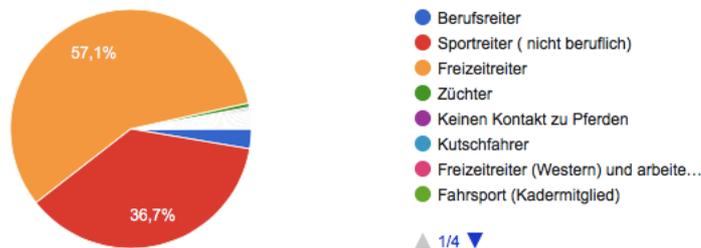
Questionnaire Facebook

The questionnaire was placed on different Facebook pages to get the most possible answers. After one week 860 people from Facebook answered the questionnaire. The target group was people from the equestrian sector to get the most information.

The first sub question focused on the type of visitor on the international equestrian events in Germany. Therefore, the first question of the research was necessary. 97,9% of the 860 answers were women and only 18 male people answered the questionnaire. The type that answered this questionnaire was 56% 20-39 years old. The second biggest group was the younger generation about 14.-19. They are grown up with this type of technic. The questionnaire was placed on equestrian pages of Facebook, 7 people have not a contact to the equestrian sector. The next question to define the type of visitor was question 3a: In which relation the person stays to the equestrian market. More than the half ride in their free time.

Frage 3a: In welcher Beziehung stehen Sie zu dem Pferdesektor?

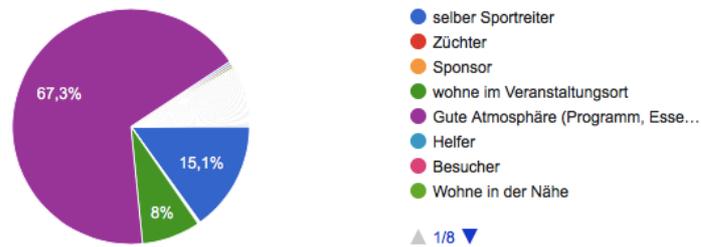
860 Antworten



The next big group is sport rider, but they do not ride professionally. There are although breeders and grooms and professional riders, but they are not that much represented. The last question to define the type of visitor describes the relation between visitor and event. Why they are visited the event. 67% comes for the good atmosphere and programme. 94 people ride sport themselves and want to see the high quality of the equestrian sport. The answers to 4a that 225 of the 579 people who already was on an international equestrian sport event, were by the CHIO in Aachen. 134 were in Hamburg by the Derby, 86 were in Münster for the K+K Cup and 54 by Horses and Dreams.

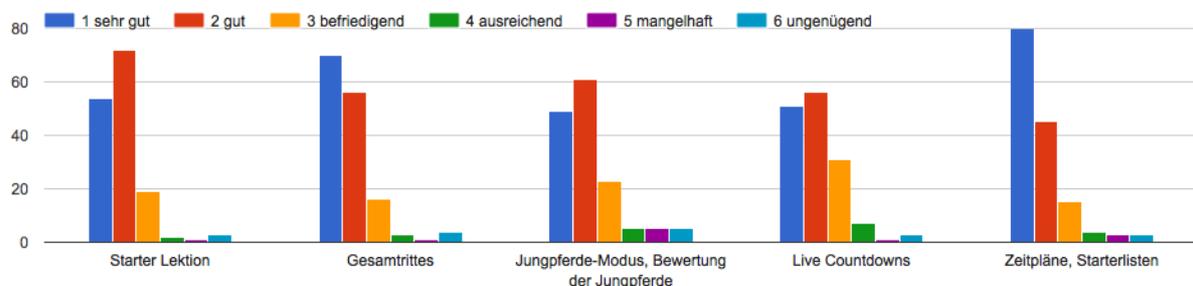
Frage 4b: In welcher Beziehung stehen Sie zum Event?

623 Antworten



The next sub question focused on the trends of mobile web applications. More than the half (75, %) of the respondents know the Judging App and already used it during an international Event. The Judging App was used by 81,8% users of the 88 answers in the dressage sport and 25% in the jumping sport. The Judging app was scored by the respondents very high 70 users scored the quality of the whole ride with an A. Also, the time tables and list of riders gets 80 A's. The most F' gets the young horses option. Therefore 5 people gave an F but 21 an B and 49 an A.

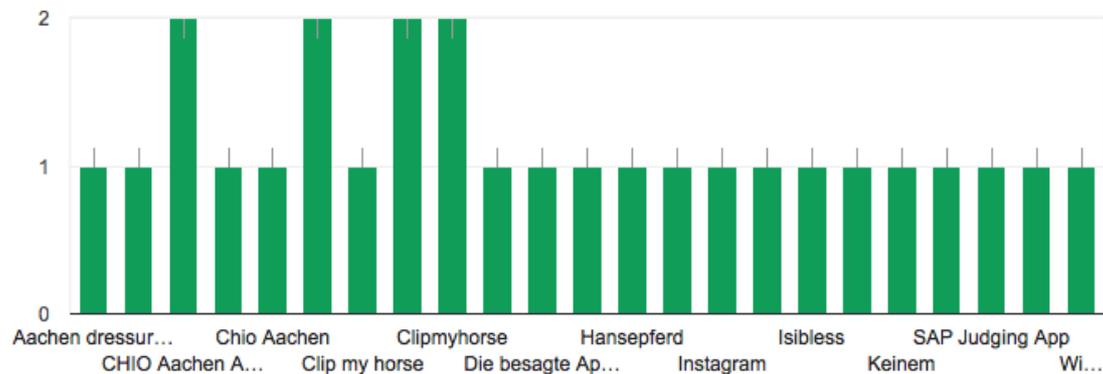
Frage 5d: Wie würden Sie die verschiedenen genannten Unterteile der Juging App bewerten von 1 (Sehr gut) bis 6 (ungenügend):



The other trend development in the equestrian market is the SAP. 73,5% persons of the 860 do not know this application and possibility to get more in contact with the eventing sport. Of the 223 person, who know the application, only 42 already used the possibility to get in contact with the view of the rider during the eventing sport. The last questions of the questionnaire are about other possibilities of the development of the trend from mobile application. The most visitors named Instagram and ClipMyHorse, another name for the Judging Application of the combination of the Judging app and the CHIO Aachen application.

Frage 7a: Wenn ja, von welchen?

27 Antworten



The fourth sub question also is answered through the questionnaire. The type of visitors of the mobile web application are the younger generation. They use the mobile web application every day and during the event.

The last sub question about: "how many equestrian sport events already involved mobile web applications on their events in Germany" is answered through 2 questions of the questionnaire. The Judging app is used the most in Aachen (CHIO Aachen), furthermore it is used by the international equestrian competitions like Horses and Dreams, Deutschen Spring Derby Hamburg, Festhallen Turnier Frankfurt, Stuttgart German Masters, Pfingstturnier Wiesbaden. The SAP app was used in Luhmühlen, CHIO Aachen, Wiesbaden, Kreuth, Westfälische Championship.

Interviews

The results of the Interviews are important for the different sub questions.

The possibilities and trends of mobile web applications on international equine sport events are different on every event. The CHIO Aachen starts 2014 with a cooperation with SAP the step in the future. To represent the Equestrian Analytic application for the eventing sport and get a combination with their own application and the Judging application. The possibilities of the application in Aachen is big. The speaker promotes the applications and explain it for the visitor. It also is promoting on the internet and CHIO Magazine. Instagram and Facebook also are important web application during the event. Last year the CHIO organized a blogger lounge during the event. This was a meeting point to meet the Instagram blogger and take photos with them. This year they already conduct a whole day for bloggers and their followers. They posted pictures, or stories or movies from themselves and their fans.

The possibilities in Münster are different. They do not use the application, yet. They only use clipmyhorses and television transmission. This are also possible to watch on their Smartphone via mobile web application. In Stuttgart it is not used yet but they will try to implement this application in November. They already promote it on their website and Facebook page.

The third sub-question define the development of the involvement of visitors. 2014 was the SAP group one of the first company which present their possibilities to the equestrian market. They are representing with Mrs. Ingrid Klimke, a German Top Eventing rider, the SAP Analytic Equestrian App. With this application it is possible to see the whole pacours out the view of the rider and get background information as tempo, heat rate and sound of the life situation

during the pacours. In the same time period the Judging application was presented and give the chance that the visitor can be a jury member himself. The development of the involvement of the visitor during the event started with the possibility to see the list of riders and times of the class online and now it is possible to see the ride live at home or from the event. And live the ride too. The CHIO in Aachen also take a step between that. And delivered the possibility to connect the blogger stars of Instagram and Facebook with the visitor. They have the chance to chat with their star over the daily life and sport during the event in the blogger lounge. The K+K Cup develop to stream their sport event in the international television SPORT 1, furthermore they more create a whole network area to get in personal contact with the other riders and breeders. The web application is not integrating that much on this event. The Stuttgart German Masters are able to use this year the Judging app for the first time. They develop from FEI TV and ClipMyHorse to the Judging app. The development of the technique self is changed dramatically. 10 years in the past it was not possible to think about these possibilities.

The last sub-question asked for the situation of the mobile web application nowadays. The situation about the mobile web application is that a few international events already use these possibilities. The first one was the CHIO Aachen and this year the Stuttgart German Masters will add.

Chapter 4 – Discussion

The objective of this research was to find an advice for the event managers for the future of mobile web application on the German equestrian sport event market. This research question was constructed to get an overview of the situation and important points for the visitor on the event. Therefore, this research was designed to find out more about the expression of the visitor of using mobile web application during the event, if it supports the event themselves or hamper the atmosphere.

4.1. Discussion of the results

Following the results of the survey which have a connection to the research question will be discussed per sub-question. The link between theoretical knowledge from the literature study in the begin will be reviewed with the outcomes of the questionnaire.

- *What is the type of visitor on international equestrian sport events in Germany?*

The first sub question was to definite the type of visitor on the international equestrian events in Germany. Therefore, the first question of the research was necessary. 97,9% of the 860 answers was are women and only 18 male people answered the questionnaire. The type that answered this questionnaire was 56% 20-39 years old, of course this is a big spread, but this describes the people who are finished with school and all used the mobile telephones and other mobile application in their daily life. The second biggest group was the younger generation about 14.-19. They are grown up with this type of technic. To analyse the perfect persona for the marketing and future, the age is 22. They already grown up with this technic but are old enough to work and decide self in their lives. The questionnaire was placed on equestrian pages of Facebook, therefore only 7 people has not a contact to the equestrian sector. The most important question was question 3a: In which relation the person stays to the equestrian market. More than the half rides in their free time. The next big group is sport rider, but they do not ride professionally. There are although breeders and grooms and professional riders, but they are not that much represented.

The answer for the first question is that the type of visitors in the equestrian sector and in the equestrian sport event sector are woman in the age of 22 and they ride in their free time of on competitions or not is not necessary. They all love the sport and want to see the high quality of the sport during the event. For the understatement of the relation of the visitor to the event is the question 4b nectary. This overview describes points of intervention for the event manger. More than the half goes to the event so feel the atmosphere. They like the show program and the surroundings as well. The whole atmosphere makes them to decide to buy a ticket. This is also showed in the answers of the event manger, which program point is the most visit one. The most visit one, are the big prices of finals in the weekend, but also show points as Jump and Drive in Aachen of show jumping with customs in Stuttgart and Münster. This program point delivers the atmosphere to whoop their rider, nation or team and witness the feeling of the whole station. During a jump-off the whole crowd is quite and exploded after the last jump and are disappointed as a mistake has been taken. They feel with the rider and in reals extreme situation the nervous is possible to feel. The second highest score is that the visitor come because they ride themselves in the sport and want to enjoy the high quality of the horses and team. For the K+K Cup in Münster the target group change a bit. They decided to build more a personal platform to give the opportunity to build a network with other people of the sector. The people come for the connection and to talk to partners, or possible partners. They want to build an area for new relationship of to improve the old ones. This is also possible on the CHIO Aachen. For the normal visitor is it to hug to get in deep contact with persons but for companies and sponsors there is the possibility to rent a room in the Champions Circle and to work there and see the sport too. But this is not the target group for this research.

To define the type of visitor we take the younger woman generation who are already interested in the sport. After all the tradition is important to and the old generation come to the event as well, but they already know and love the event and do not need to be convincing to stay and come back next year. They already know the event and will be come back.

- *What are the possibilities and trends of mobile web applications on equine sport events*

The involvement is an important point on the international equestrian sport event market. To involve the quest of the event there are 3 new trends used. The first one is to post via the application of Facebook and Instagram the attendance to the event and meet and great with the riders and blogger. The trend is to show online every time period of their life. It is already used in the daily life. The visitor is able to post it and shows their followers their life point.: This application not real support the involvement themselves but are one used medium. The real support of the involvement is the trend to take action during the event. The judging application of the SAP application delivers the involvement in the sport and create a new trend for the younger generation and target group. They can combine their Smartphone with the Sport and are up-to date. Up-to-date is another important trend nowadays. Everybody needs to be attainable every second. Facebook and Instagram are checked every second, to do not miss some information. The new generation need to follow every trend and be all day up to date about their stars, friends, sports, music etc. With the rider lists and the background information this is also possible. But also, the SAP application shows deep information about the competed team and the generation do not miss one point of the course. In implementation to the background information more and more events have their own application for the event with information during the event and history aspects too.

- *What changed relating to the involvement of the visitor in the equestrian sport?*

The involvement of the visitor changed from the basic involvement of the atmosphere and tradition, to the contact with riders and blogger via social media and the deeply involvement with the application.

A few years back the only involvement of the visitor was to whoop their riders, team or horse and feel the atmosphere in the whole station. As round 40.000 people concentrate on one team they feel the team and their nervous or strength. The whole crowd was following the movement and discipline of the rider-horse team. With the first show programs they changed the atmosphere for one program point and take the visitors to a show act. It is not that serious than the normal sport but to take away the serious point it involved a new target group. Not every equestrian person understands what the sport riders like about their high-class sport. But every equestrian person like to see the horses in a funny and beautiful show act. After this step there are show act all over the international events. There are real musical shows to see the horse and rider's teamwork, furthermore there are jumping shows with costumes of jumping show, where a team needs to jump 5 jumps and after that jump off the horse and run to another point of the station. Of jump of the horse and drive a carriage through another pacours etc. There are more possibilities to support the sport and gets a bigger target group. The next step of involvement of the visitors was to give the possibilities of a meet and greet with the sport riders. They can take a picture with them of ask them a few questions to get more inContact with the sport and riders self. There were also a few possibilities to meet the horse self.

Then the social media and mobile phone was a point to involve the people in the daily life during the event. First there was the possibility to download the list of riders and timetable on the mobile phone. After a few years and Instagram and Facebook became more important. The most events designed their own Facebook and Instagram page to get in contact with their

guest. In the first days their post background information, count downs to the event etc. With the years bloggers and rider gets there on fan sides and get in contact with their fans. Also, their worked together with the fan sides of the event and posted, share of like their posts.

Point for point the social media was more important. There was the possibility to get the application from this sides on the phone. After that everybody was able to post every point of their lives. Rider posted their training, feeding and horses. Event manger posted their point of organisation. To involve the visitor more in the sport the CHIO in Aachen organized last year a blogger lounge. They invited many bloggers to the CHIO and create a cool atmosphere to meet the bloggers. The younger generation of the visitor has the possibility to meet their stars and get in personal contact with them. This year a whole blogger day was organised by the ALRV. The blogger takes their horses with them and the fans had the change to take photos with the bloggers, and horses, and see them during a training session on the CHIO Aachen terrain.

At the same time the application of the judging app and SAP app was promoted of the CHIO. This also was a big change in the equestrian sector to involve the visitors more in the sport during the class self.

- *Which visitors uses the mobile web application and how often?*

This answer is similar to the first question. The respondents of the survey question who already know the application are mostly women which are grown up with the possibly of application and the use in school and work nowadays. The normal web application is used every minute. Instagram and Facebook are open every time. The users show their lives in stories and pictures to get more followers and network with other users. They follow their social life stars and are the whole time up to date about their life. The most events already use Instagram and Facebook as well. The CHIO Aachen Instagram page promote the event and the round program. They post their daily work and how the event is prepared and on the event self how it is going. They build a network and connection with other rider stars and shows it on Instagram. The Stuttgart German Masters for example use the Facebook page to promote their use of the Judging App in November.

The web application during the event are used by horse related people. The SAP app is interesting for people who are interested in the eventing sport and want to see the high-quality level of the sport from a different view. They maybe know the feeling to jump and to work with the horse together. The sound of the application and the view, shows the real situation in the course. The visitor feels the same way as the rider and hears and see the connection between rider and horse, even there are not at the same place. The background information, as heath rate and tempo are only interesting for the horses related people, they can work with the informational, people there have no cloud wat the normal heath rate is, have no overvalue with this information. For this target it only can be interesting to see something they not able to see in their whole life. And this is one important point, the most mobile involvement is based on that the user are not able to do it on their own, otherwise they do not do it in their free time. The most Instagram users follows bloggers because their find their life interesting and want to get a piece of the life of the bloggers.

All in all, are the visitors that uses the mobile web application during the event, woman, which are 22 years old and have background knowledge in the equine sector to uses the application completely.

- *How many equestrian sport events already involved mobile web applications on their events in Germany?*

The SAP Group starts 2014 in Aachen to represent their mobile web application in combine with Mrs Ingrid Klimke. Ingrid Klimke is sponsored by SAP and one of the SAP rider, which use the cap camera. The CHIO Aachen take the first step and want to set a statement for the future. After that they worked much with the SAP group same. They improve their own CHIO app and combine this one with the judging app. The judging app is more spread than the SAP eventing app. This also depend on the discipline of the application. It is easier to host a dressage competition and use this application as to host an eventing competition. The terrain need to be given to host big events and eventing courses too. The SAP Analytics application is also only used outside. If it is not possible to see the whole terrain every jump. For the inside Derby, such as in Stuttgart it not necessary to take the helm camera. The visitor is able to see the whole course.

After the CHIO, Horses and Dreams follows. They used the app 2 years later for the first time on their competition. This year the Stuttgart German Master will add this group. SAP has more partner which support this application or uses them. The CHIO and Stuttgart German Master are two of these partners. Horses and Dreams and the competition of Frankfurt are partners too and represent this judging application. The SAP analytics application are used in Aachen and international eventing events as Wiesbaden last weekend.

The application which are researched are now in comment. They have taken the first important stapes to integrate in the sector, the judging app more than the SAP application, but to have the CHIO Aachen as partner and representor it is implementation in the international equestrian sector.

4.2. Approach

When it comes to the used method it is to be mentioned that the questionnaire was spread on the social media platform Facebook in equestrian related groups only. This could have an influence on the research results of the type of visitors. It only includes the equestrian related visitors and gives no impact to see what the visitor with no horse background think about the use of the application. This platform was chosen to offer the highest number respondents who already known and maybe used the application during an event.

Furthermore, it only was able to get 4 interviews of the planned 6. The other two firm has not replead yet of has no interest in this research.

4.3. Reliability

The number of respondents was high. The planned score was to get 65 response, but in the end, it stops by 860 answers. The survey has reached respondents from Germany. It can be said that the results of the survey deliver a good target group for the SAP to analysis the need for the future and develop new products.

For the event manager the target group need to accomplish with the people there are not that horse interested. To get a good start of this new area of the event market it is easier to focus on the equestrian related people, which filled in the questionnaire.

Chapter 5 - Conclusion & Recommendation

This research is dealing with a current issue within the international equestrian sport event sector. Caused by the development of the mobile web internet and the use of mobile web application every day, many events and technic firms are considering of already does to include the visitor more in the equestrian sport with an application in Germany.

After the discussion of the sub question there is a conclusion for the sub and key questions define. The give the best advise the recommendation is add to that.

- *What is the type of visitor on international equestrian sport events in Germany?*

There are three types of visitors. The first one is the new target group for the future, the young generation in the age of >20. They grow up with smartphones and application and have backgrounds in the equestrian sport. The next type of visitor is the older generation <40, which are already visited the events many times and love the atmosphere and constant tradition points to convince them to come back every time. The biggest type of visitor of the international equestrian sport events in Germany are women in the age of 22, who grown up with knowing of the importance of tradition but also learn to use the mobile web products from the beginning and uses them in their daily life on work, in private and to get in contact with friends. This persona loves to come to the event to feel the thrilling atmosphere and to see high quality equestrian sport. The most visitor have a background with horses and have some back knowledge about the sport self and are interested to learn more. The event manger need to get in contact with the first and last type to guarantee the visitor for the future. The older generation come back every year. The only focus is to do not change the tradition things, as the show jumping with the costumes or the tradition to dismiss the riders and horses with the white tissue. The older generation come back therefore and the atmosphere during the sport. For the future event manger, they need to focus with the marketing and promotion of products and tickets on the social media market. More than the half of the visitor are using this medium, and it is easy to get in contact with them.

- *What are the possibilities and trends of mobile web applications on equine sport events nowadays?*

The mobile web trends are used through application on the smartphone. The trends during the event is to post the attendance and maybe a selfie with a rider of blogger star on social media pages. The other two new trends are to create a new own application for the event and fill it with background information, as program, list or rider, terrain plan etc. The next trend is the involvement application of SAP with background information of the horse and rider during their eventing pacours and the life stream from their cap camera. The Judging app is the biggest new trend. The visitor gets the chance to score the ride of the rider and compare this with the real score of the judges.

As event manger is it necessary to support as least one of the fore trends. The event manger needs to build the possibility to get easier in contact with the rider or breeder or blogger. Therefore, a blogger lounge, day, or meet and greet is a possibility to give the opportunity for the visitor to meet them and post it on social media. Furthermore, there need to be an opportunity to check the basic and background information of the event during the event online from the mobile phone. Therefore, an own application is the best promoting. This is also easy

to combine with the judging application and SAP application. To design such one application, it is a good promotion too, because after the event the app is still on the phone of the visitor and reminds him to the event.

- *What changed relating to the involvement of the visitor in the equestrian sport?*

The involvement in the equestrian sport change from the meet and greets with the riders over the application from the event self through the involvement applications. The best advice for the event manager is to support the points of improvement and goes with the time it is necessary to convince the future target group to come back every year. Furthermore, the basic of the involvement the sport and atmosphere self is the important one to support too. The whole goal of the event is to get a time out of the daily life and therefore the feeling is important.

- *Which visitors uses the mobile web application and how often?*

The younger generation use the mobile web application on equestrian sport events to get more information and to be up to date about all things during the event. The target group of the application is the people with background information from the equestrian sector to work with the given information in the SAP app and to understand the movement and influence of the rider during their class to score the best score. The speaker of the event needs to promote this application to get the most possible interaction with the visitors. The judging and SAP application is used during the classes. Facebook and Instagram are used the whole time to stay up to date. The own application of the event should be used the time between the classes to download the new list of riders and to get an overview about the terrain to find some food or shopping possibilities.

- *How many equestrian sport events already involved mobile web applications on their events in Germany?*

The CHIO Aachen take the first step to use the applications as judging app and SAP app to improve their own app. After the CHIO, Horses and Dreams follows. They used the app 2 years later for the first time on their competition. This year the Stuttgart German Master will add this group. SAP has more partner which support this application or uses them. The CHIO and Stuttgart German Master are two of these partners. Horses and Dreams and the competition of Frankfurt are partners too and represent this judging application. The SAP analytics application are used in Aachen and international eventing events as Wiesbaden last weekend. The application which are researched are now in comment. They have taken the first important stapes to integrate in the sector, the judging app more than the SAP application, but to have the CHIO Aachen as partner and representor it is implementation in the international equestrian sector.

For the event manager it is important to stay up to date with application are used in the sector and what use the competitors.

After all, the sub question lead to the main question.

What is the future of mobile web applications, which influence the visitor experience on international equestrian sport events in Germany?

The future of the event sector in the equestrian market is to concentrate on the change in the target group from the old generation, which do not use mobile applications that much to the young generation, which use mobile applications. The older ones come for the atmosphere and the newer one for the atmosphere and involvement. The event manager needs to support both. The involvement application needs to be promote the whole year. The tradition aspects cannot be changed and need to support and promote too. After all, the visitors come in their free time and want to enjoy and experience the sport together with people with the same interesting's. This is different definition of feelings for the two types of visitors. The older ones want the whole atmosphere during the event to forget the daily life for a few hours, but the new generation needs more. They need to share this feeling with their followers and need to get more involvement in the sport.

The recommendation for the event manager is to go with the time and create the two types of feelings and needs for the two different target groups. The old way of involvement through traditional show acts and the new way through application deliver both visitor. The next step is to find the point where the old target group changed completely in the new one. There the next years need to be documented and analysed to do not lost visitors and understand the new generation. All for all the advice is to use step by step more application during the event to involve the new target group.

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Competencies

This chapter describes the Aeres competences, which should be developed during this thesis research.

While making this thesis research I choose to develop a 5 of the ten competences on the last level.

1. To organise

Planning and writing this thesis research will ask good organisation and planning from myself. this is only possible if myself management is good too.

2. To cooperate

During the research, it will be necessary to cooperate with event manager and costumers of the horse sport event sector.

3. To research

This thesis is a research assignment. It will be necessary to do research on the visitor behaviour and the influence from the mobile internet.

4. Presentation

In the end of this thesis a presentation will be necessary

5. Introspection

This assignment is an individual task and develop during writing the introspection.

Appendices

Attachment 1

Questionnaire German, Facebook

Frage 1: Geschlecht

Welchem Geschlecht gehörst du an?

- Weiblich
- Männlich

Frage 2: Alter

Wie alt bist du?

- <13
- 14 - 20
- 20 – 39
- > 40

Frage 3: Internationales Pferdesportevent

Warst du schon einmal auf einem Internationale Pferdesportevent in Deutschland?

- Ja
- Nein

Frage 3a: Wenn ja auf welchem?

- Horses and Dreams
- CHIO Aachen
- Deutsches Spring- und Dressurderby Hamburg
- K+K Cup Münster
- Stuttgart German Masters
- Aachen Dressage Youngsters
- Festhallen Reitturnier Frankfurt
- Sonstige: _____

Frage 3b: Bist du aus dem Pferdesektor?

- Ja
- Nein

Frage 3c: In welcher Beziehung stehst du zu dem Event?

- Selber Sportreiter (Amateur, nicht beruflich)
- Berufstreiter
- Züchter
- Freizeitreiter
- Heimatort (wohne im Veranstaltungsort), sonst nichts mit Pferden
- Keinen Kontakt zu Pferden
- Sponsor
- Gute Atmosphäre (Programm, Essen, Sport)
- Sonstiges: _____

Frage 4: Spectator Judging App BlackHorse

Hast du schon einmal etwas von einer Judging App für Pferdeprüfungen gehört, bei der du die Reiter in verschiedenen Prüfungen beurteilen kannst?

- Ja
- Nein

Frage 4a: Wenn ja, bei welchem Event?

- Horses and Dreams
- CHIO Aachen
- Deutsches Spring und Dressurderby Hamburg
- K+K Cup Münster
- Festhallen Reitturnier Frankfurt
- Aachen Dressage Youngstars
- Stuttgart German Masters
- Sonstige: _____

Frage 4b: Wenn ja, hast du diese auch schon einmal benutzt?

- Ja
- Nein

Frage 4c: Wenn ja bei welchem Typ Prüfung?

- Dressur
- Springen
- Vielseitigkeitsreiten
- Sonstiges: _____

Frage 4d: Wie würdest du die verschiedenen genannten Unterteile der Judging App bewerten von 1 (Sehr gut) bis 6 (ungenügend)

Möglichkeiten während der Prüfung

- Bewertung der Starter Lektion
- Bewertung des Gesamtrittes
- Jungpferde-Modus, Bewertung der Jungpferde mit 5 Noten

Möglichkeit außerhalb der Prüfung

- Live Countdowns
- Zeitpläne, Startlisten

Frage 5: SAP Crosscountry App

Hast du schon einmal etwas von einer Cross-Country-App gehört, bei der du die Reiter während des Parcours, per Livestream begleiten kannst.

- Ja
- Nein

Frage 5a: Wenn ja, bei welchem Event?

- Radolfzell
- Luhmühlen
- Kreuth
- Münster, Westf. Meisterschaft
- Wiesbaden

- CHIO Aachen

Frage 5b: Wenn ja, hast du sie schon einmal benutzt?

- Ja
- Nein

Frage 5c: Wie würdest du genannten Unterteile der App beurteilen von 1 (sehr gut) bis 6 (ungenügend)

Möglichkeiten während der Prüfung

- Auflösung der Übertragung
- Zusatz Informationen während des Rittes

Frage 6: Hast du noch von anderen Apps während eines Aufenthalt bei einem internationalen Pferdesportturnier erfahren?

- Ja: _____
- Nein

Frage 7: Würdest du gerne mehr über die neuesten technologischen Entwicklungen während Pferdesportevents erfahren?

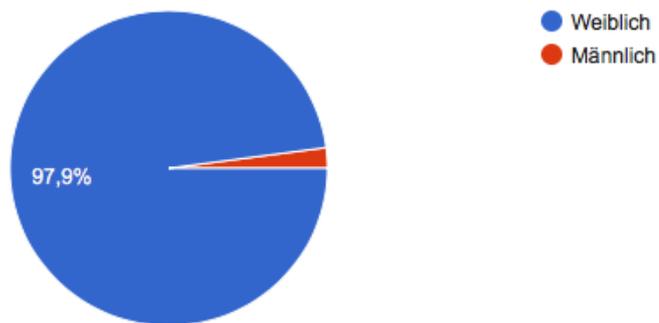
- Ja
- Nein

Attachment 2

Answers of the questionnaire

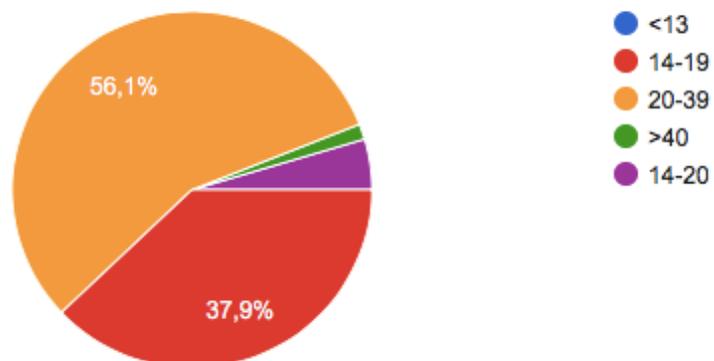
Frage 1: Welchem Geschlecht gehören Sie an?

860 Antworten



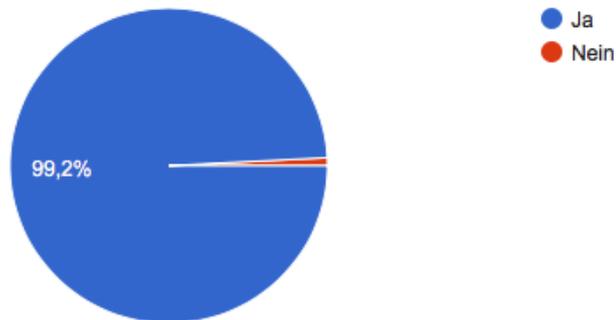
Frage 2: Wie alt sind Sie?

852 Antworten



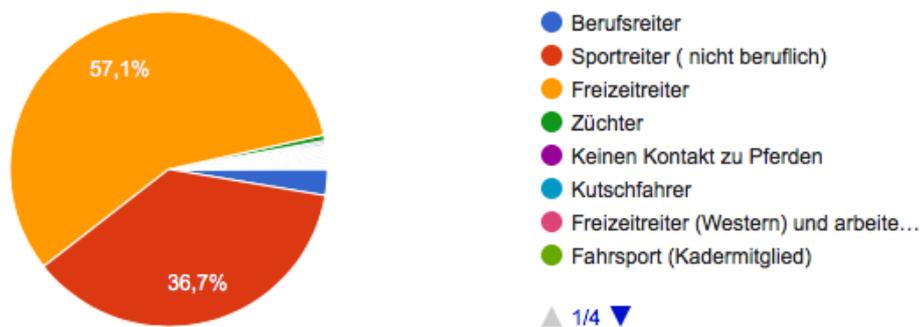
Frage 3: Haben Sie Bezug zum Pferdesektor?

860 Antworten



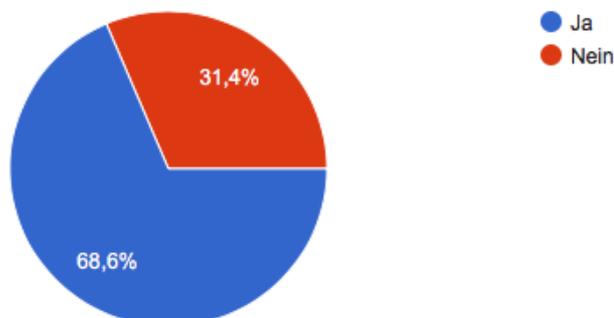
Frage 3a: In welcher Beziehung stehen Sie zu dem Pferdesektor?

860 Antworten



Frage 4: Waren Sie schon einmal auf einem Internationalen Pferdesportevent in Deutschland?

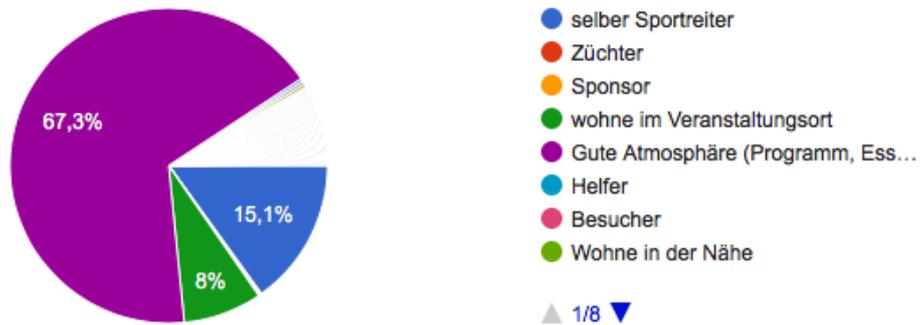
860 Antworten



The answers to 4a that 225 of the 579 people who already was on a international equestrian sport event, were by the CHIO in Aachen. 134 were in Hamburg by the Derby, 86 were in Münster for the K+K Cup and 54 by Horses and Dreams.

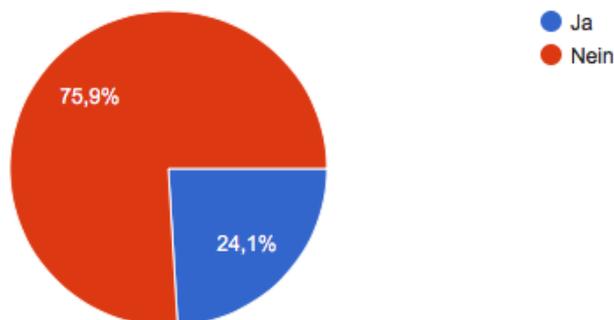
Frage 4b: In welcher Beziehung stehen Sie zum Event?

623 Antworten



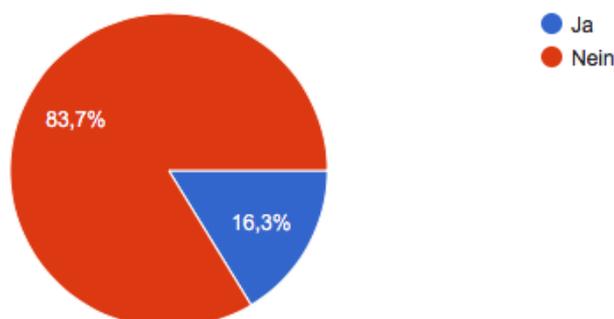
Frage 5: Haben Sie schon einmal von einer Judging App für Pferdeprüfungen gehört, bei der Sie d...hiedene Prüfungen beurteilen können?

860 Antworten



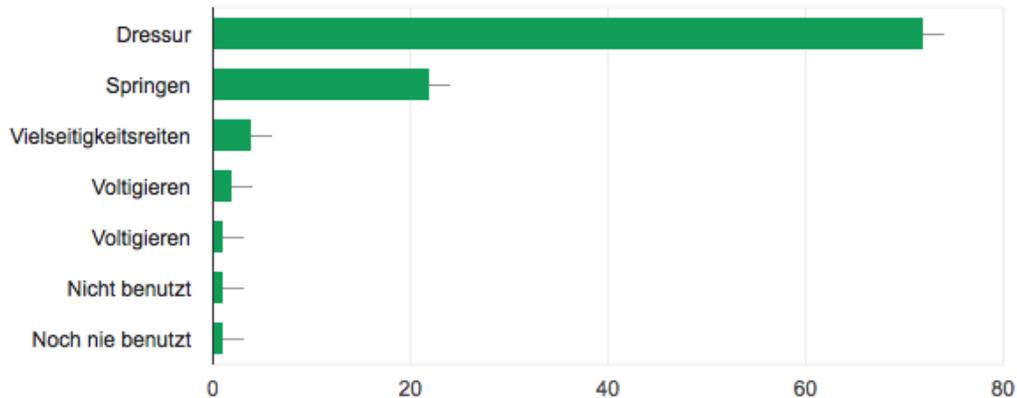
Frage 5b: Wenn ja, haben Sie diese auch schon einmal benutzt?

429 Antworten

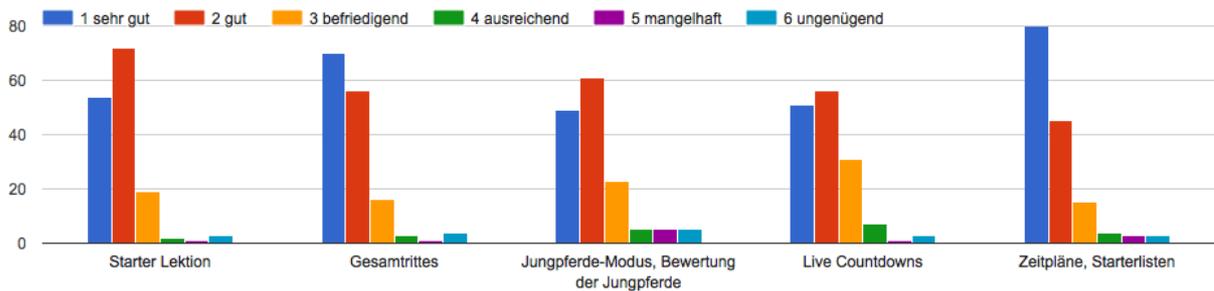


Frage 5c: Wenn ja, bei welcher Disziplin?

88 Antworten

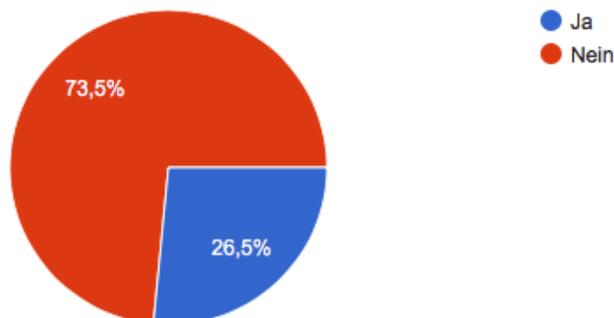


Frage 5d: Wie würden Sie die verschiedenen genannten Unterteile der Juging App bewerten von 1 (Sehr gut) bis 6 (ungenügend):



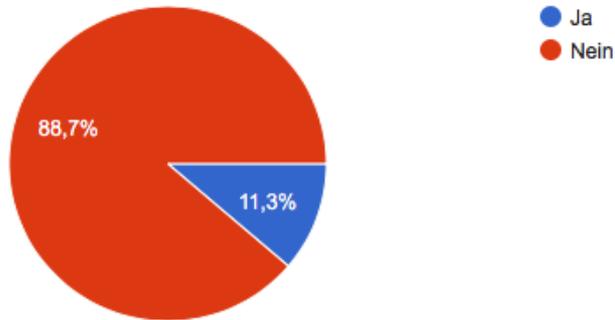
Frage 6: Haben Sie schon einmal von einer Cross Country App von SAP gehört, bei der Sie die Reiter während...urs, per Livestream begleiten können?

860 Antworten



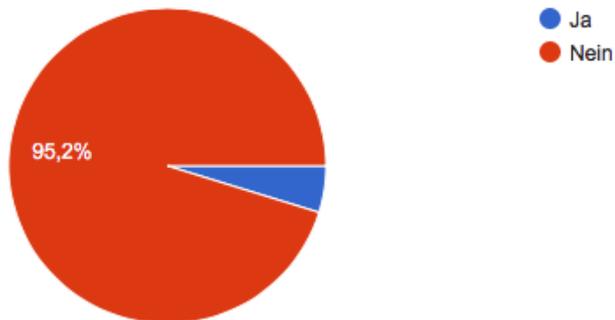
Frage 6b: Wenn ja, haben Sie diese schon einmal Benutzt?

373 Antworten



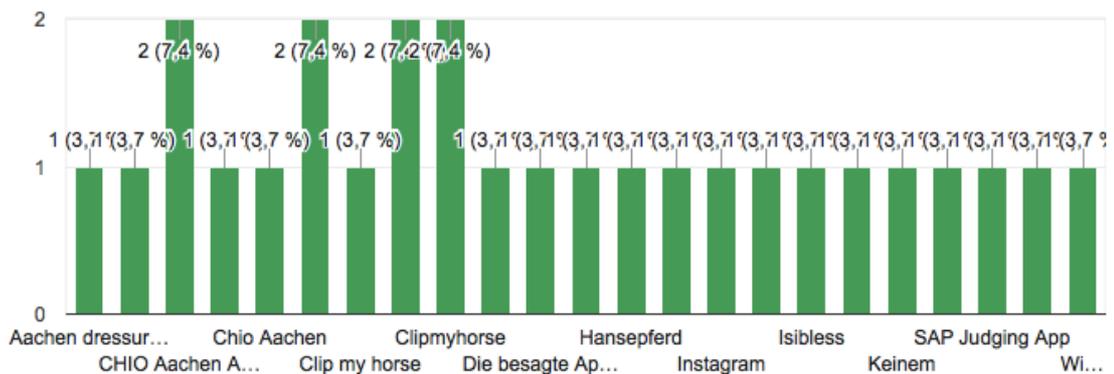
Frage 7: Haben Sie noch von anderen Apps während eines Aufenthalt bei einem internationalen Pferdesportturn...chauer ins Geschehen mit einbezieht?

860 Antworten



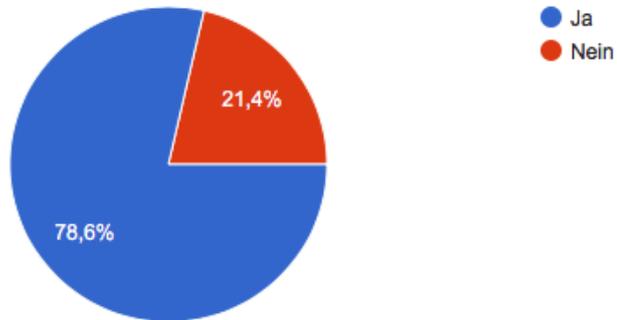
Frage 7a: Wenn ja, von welchen?

27 Antworten



Frage 8: Würden Sie gerne mehr über die technologischen Entwicklungen von Apps für den Pferdesport erfahren?

860 Antworten



Attachment 3

Interview Event Managers

CHIO Aachen

Die ersten Fragen beziehen sich auf Ihr Event selbst.

Frage 1: Welches Event organisieren Sie

Der Aachenlaurenrennverein (ALRV) und die Aachenreitturnier GmbH arbeiten zusammen um jedes Jahr die Weltfestspiele des Pferdesportes auszutragen. Diese werden auch kurz CHIO genannt. Übers Jahr verteilt werden noch andere externe oder auch interne Veranstaltungen auf dem Gelände abgehalten. Unter anderem die Aachener Dressage Days und das Salut Festival für die Jungen Reiter.

Frage 2: Welche Programmpunkte haben Sie?

Das Programm erstreckt sich über mehrere Tage. Es beginnt in der ersten Woche mit dem Voltigierprogramm und dem Pferd und Sinfonie, ein Musicals Life event im Deutschen Dressurstadion. In der zweiten Woche am Dienstag beginnt der offizielle Teil und eine große Eröffnungsfeier findet im Springstadion statt. Danach kann jeden Tag dem hohen Sport in den Disziplinen Springen, Dressur, Fahren und Vielseitigkeit gefolgt werden. Die Höhepunkte hierbei sind unter anderem das Nationen Springen am Donnerstag, die für jedermann zugängliche Geländestrecke samstags oder das Abschiedsfest mit dem traditionellen Ritual der weißen Taschentücher zur Verabschiedung der Reiter.

Frage 2: Wie viel Tage geht Ihr Event?

Dieses Jahr beginnt das Event am 13.07 und endet am 22.07

Frage 3: Wie viele Besucher haben Sie im Durchschnitt?

Wir haben an den Haupttagen von Donnerstag bis Sonntag meistens um die 45.000 Karten verkauft.

Frage 4: Welches Programm ist am meisten besucht?

Zu den meist besuchten Programmpunkten gehören unter anderem der Nationen Cup unter Flutlichtbedingung. Hier fiebert das ganze Stadion mit dem deutschen Nationalteam mit. Aber auch die Abschiedsfeier und das traditionelle Winken ist schon Monate vorher ausverkauft.

Frage 5: Liegt das an dem Programm oder gibt es noch andere Einflüsse, welche?

Es liegt am meisten an der Atmosphäre. Guten Sport kann man über die 2 Wochen verteilt immer sehen. Aber hierbei handelt es sich um ein Miteinander. Miteinander kämpfen bängen und freuen.

Die nächsten Fragen beziehen sich auf die technische Entwicklung.

Frage 1. Haben Sie schon einmal etwas von den von SAP erfunden Apps gehört die während eines Turnier benutzt werden könnten?

2014 war das CHIO das erste Turnier das die SAP Equestrian Analytics App repräsentiert hat. Das Team vom CHIO arbeitet eng mit dem SAP Team zusammen und hat auch die Judging App von SAP in ihre eigene CHIO integriert.

Frage 2: Haben Sie diese Apps schon einmal in Ihr Event mit einfließen lassen?

Seit der erfolgreichen Zusammenarbeit 2014 haben sie jedes Jahr mit ihnen zusammengearbeitet und sich jedes Jahr weiter in Richtung neuere Technik entwickelt.

Frage 2b: Wenn ja wie genau haben Sie die App promotet und mit einbezogen?

Die Verbreitung der App während des Events erfolgt durch Durchsagen während der Dressur von dem Stadionsprecher. Auch wird in der zwischen Zeit oder Pausen die besten oder

nahsten Ergebnisse der Besucher auf der Anzeigetafel gezeigt. Auch wird die App in Newsletter oder auf der Internetseite weitestgehend angezeigt und promotet. Auch in dem CHIO Magazine steht die App und einige Gebrauchsregeln beschrieben.

Frage 3: Welche Reaktion hatten Sie auf das Einbringen dieser App.

Die neuere Generation war überwältigt von der App. Die Integration in den Sport auch für nicht Pferdeerfahrenen Besucher war etwas Neues. Heutzutage hat jeder Mensch ein Smartphone das es möglich macht den Alltag zu erleichtern. Die CHIO app bietet den Besucher nicht nur Background Information, sondern auch die Möglichkeit mit der Verknüpfung zu der Judging App und der SAP Analytics App für den Besucher den Pferdesport interessanter und verständlicher zu machen. Diese Apps nehmen den Besucher mit und integrieren ihn. Natürlich waren da auch ein paar Gegensprecher die für Tradition sprechen. Die Tradition wird hierdurch nicht verändert. Die Atmosphäre auch nicht. Menschen lassen sich gerne mitreißen von der Menge und dies kann man nicht durch ein mobiles Telefon. Dieses bietet nur den Besucher dementsprechend noch weiter zu unterstützen.

Frage 4: Falls Sie die Apps noch nie mit einbezogen haben, haben Sie von anderen Turnieren schon einmal von den Apps gehört?

Frage 5: Würden Sie die SAP App ausprobieren wollen?

Frage 6: Wie sind sie mit der zunehmenden mobilen Internetrate umgegangen, während Ihres Events?

Wie bereits erwähnt hat jeder mittlerweile ein Smartphone. Das tägliche Leben spielt sich immer mehr auf und mit den mobilen Telefonen ab. Als Eventmanager muss man mit der Zeit gehen. Jedoch auch die wirklich wichtigen Dinge, wie Tradition oder Atmosphäre weiterhin unterstützen und fördern. Beim CHIO ist das Gefühl das wichtigste, weil das nimmt man mit nachhause.

K+K Cup Münster

Die ersten Fragen beziehen sich auf Ihr Event selbst.

Frage 1: Welches Event organisieren Sie?

Der K+K Cup findet jeden Januar in den Münstermessehallen statt.

Frage 2: Welche Programmpunkte haben Sie?

Neben dem hohen Sport in den Disziplinen Springen und Dressur, wird auch eine Prüfung im Fahren angeboten. Für Pony Zweispänner oder Vierspänner wird in einer der Hallen ein Fahr Parcours aufgebaut. Der Höhepunkt ist jedoch das Kostümspringen über den S Parcours. Hierbei verkleiden sich die Reiter und Pferde zu einem Thema und müssen verkleidet einen Parcours von 1,40m bewältigen. Dieser Parcours wird von Sprung zu Sprung schwieriger und die Entscheidung fällt am letzten Sprung der die meisten Punkte liefert.

Frage 2: Wie viel Tage geht Ihr Event?

Das Event beginnt mittwochs und endet sonntags.

Frage 3: Wie viele Besucher haben Sie im Durchschnitt?

Frage 4: Welches Programm ist am meisten besucht?

Das meist besuchte Programm ist das Kostümspringen am Samstagabend. Aber auch der Sonntag ist gut besucht mit Züchtern aus ganz Deutschland. Gerade die Championate sind wichtig für die zukünftigen Züchter und somit gut besucht.

Frage 5: Liegt das an dem Programm oder gibt es noch andere Einflüsse, welche?

Der Sport alleine zieht nicht die ganzen Menschenmengen an. Samstags ist der Kostümspringen der Programm punkt und liefert eine Stimmung in der ganzen Halle und zieht den Sportfan in das Gesehen mithinein. Alles in allem ist die Zielgruppe mehr auf den Pferdesector gerichtet. Der K+K Cup versucht ein Netzwerk aufzubauen für Züchter, Reiter und die zukünftige Generation.

Die nächsten Fragen beziehen sich auf die technische Entwicklung.

Frage 1. Haben Sie schon einmal etwas von den von SAP erfunden Apps gehört die während eines Turnier benutzt werden könnten?

Die App wurde während er K+K Cup noch nicht benutzt. Sie haben noch nicht mit SAP zusammengearbeitet und sind erst seit 2018 auch auf SPORT 1 zusehen. Die Zielgruppe ist hierbei mehr auf die Repräsentation des Events und das aufbauen des Netzwerkes gerichtet.

Frage 2: Haben Sie diese Apps schon einmal in Ihr Event mit einfließen lassen?

Nein

Frage 2b: Wenn ja wie genau haben Sie die App promotet und mit einbezogen?

Frage 3: Welche Reaktion hatten Sie auf das Einbringen dieser App.

Frage 4: Falls Sie die Apps noch nie mit einbezogen haben, haben Sie von anderen Turnieren schon einmal von den Apps gehört?

Das Team ist im engen Kontakt mit den anderen Veranstaltern der internationalen Turniere. Sie haben den neuen Trend schon mitbekommen. Jedoch noch den Fokus auf die Übertragung des Sportes gelegt.

Frage 5: Würden Sie die SAP App ausprobieren wollen?

Ausprobieren auf jedenfalls. In der Zukunft muss auch hier ein Schritt in die mobilen Apps gegangen werden.

Frage 6: Wie sind sie mit der zunehmenden mobilen Internetrate umgegangen, während Ihres Events?

Die zunehmende Menge an mobilen Smartphones und deren Internetrate ist auch für das Team des K+K wichtig. ClipMyHorse und Sport1 überträgt die Ereignisse des Sportes.

Stuttgart German Master

Die ersten Fragen beziehen sich auf Ihr Event selbst.

Frage 1: Welches Event organisieren Sie?

Die German Masters werden jedes Jahr im November in Stuttgart ausgetragen.

Frage 2: Welche Programmpunkte haben Sie?

Neben den hohen Klassen der Dressur, Fahr und Springsport gibt es hier noch ein Inside Derby mit Naturhindernissen. Auch ein Kostümspringen über 140cm wird ausgetragen. Am Eröffnungstag wird auch ein großer Showabend übertragen und eröffnet das Event.

Frage 2: Wie viel Tage geht Ihr Event?

Die German Master in Stuttgart beginnen am Mittwoch den 14 November und enden am 18. November.

Frage 3: Wie viele Besucher haben Sie im Durchschnitt?

Frage 4: Welches Programm ist am meisten besucht?

Die meistbesuchten Programm Punkte sind unter anderem das Inside Derby über Naturhindernisse und das Kostümspringen über 1,40m.

Frage 5: Liegt das an dem Programm oder gibt es noch andere Einflüsse, welche?

Hierbei liegt es meistens am Spektakel selber. Ein Inside Derby auf diesem Niveau ist nicht allzu geläufig und zieht eine große Menschengruppe an. Auch das Kostümspringen liefert eine Atmosphäre und lässt den Zuschauer auf ein Show Akt mit Sporthintergrund ein.

Die nächsten Fragen beziehen sich auf die technische Entwicklung.

Frage 1. Haben Sie schon einmal etwas von den von SAP erfunden Apps gehört die während eines Turnier benutzt werden könnten?

Die Judging app wird dieses Jahr das erste Mal ausprobiert.

Frage 2: Haben Sie diese Apps schon einmal in Ihr Event mit einfließen lassen?

S.O

Frage 2b: Wenn ja wie genau haben Sie die App promotet und mit einbezogen?

Die Judging app wird auf der Website des Events und der Facebook Seite promotet. Auch während des Events wird diese Angesprochen werden und Interviews mit den Besuchern geführt über die Erfahrungen.

Frage 3: Welche Reaktion hatten Sie auf das Einbringen dieser App.

Kann noch nicht beantwortet werden

Frage 4: Falls Sie die Apps noch nie mit einbezogen haben, haben Sie von anderen Turnieren schon einmal von den Apps gehört?

Frage 5: Würden Sie die SAP App ausprobieren wollen?

Ja

Frage 6: Wie sind sie mit der zunehmenden mobilen Internetrate umgegangen, während Ihres Events?

Im Alltag wird heutzutage das Smartphone überall integriert, ohne es aus dem Haus zugehen ist unvorstellbar. Dadurch ist bereits eine zunehmende Smartphone Benutzung auf den Event. Diese sollte nicht stillgeschwiegen werden, sondern benutzt um mehr Leute zu animieren diesem tollen Sport zu folgen.

Attachment 4

Interview SAP

Fragen zur App selber:

Frage 1: Wie kamen Sie auf die Idee für die Apps zur Integration der Besucher?

Der Trend geht schon Jahre immer mehr zum Handy. Egal ob man heute Emails mit dem vom Handy aus beantworten kann oder seine Termine checken. Es muss alles auf einen Blick und mit einem Griff erreichbar sein. Auch im Sport muss man hier mit der Zeit gehen. Dadurch haben wir wie in anderen Sportarten auch, eine Information app für die Zuschauer und Pferdeinteressierten entwickelt. Am Anfang war es nur eine reine informative App in der man Background Informationen erhalten hat. Mit der Zeit wurde es zunehmend Interessanter für den Besucher mehr über die Tiefpunkte mit dem Pferd selber zu erfahren.

Frage 2: Wie genau bezieht die App die Benutzer ein?

Der Benutzer hat dich Möglichkeiten einen tieferen Einblick in den Parcours aus der Sicht des Reiters zu kriegen. Hierbei Tragen die SAP Reiter eine Helmkamera und man kann wortwörtlich den Parcours aus der Sicht des Reiters somit erleben. Gerade im Vielseitigkeitssport ist das eine große Chance, da der Zuschauer hier keine Möglichkeit hat den Parcours komplett zu überblicken. Bei der Judging App hat der Besucher die Möglichkeit unter verschiedenen Kategorien Noten zu verteilen. Der Besucher bewertet die Prüfung nach demselben Schema wie die Jury. Hierbei kann der Besucher sich mit den Ergebnissen und Bewertung der Jury vergleichen. Hierdurch sieht der Besucher näher hin und konzentriert sich mehr auf den Sport selber.

Frage 2b: Was müssen die Besucher machen?

Bei der Analytics App bekommt der Benutzer die Hintergrund Informationen über Reiter und Pferd. Während des Rittes wird die Geschwindigkeit und Herz Rate angezeigt. Dies ist mehr für die Pferdeinteressierten Besucher gedacht, jedoch auch interessant für nicht so Pferde erfahrende Besucher. Desweiteren hört und sieht man den Reiter und kann durch die Helmkamera den Ritt verfolgen und kriegt eine neue Sicht auf den Vielseitigkeitssport.

Frage 3: Wie war die erste Reaktion der Benutzer?

2014: Wurde die Analytics App das erste Mal von Frau Ingrid Klimke beim CHIO in Aachen präsentiert. Die Pferdeerfahrenen und Vielseitigkeitsbegeisterten Besucher waren über die neue Sicht der Sportart begeistert. Sie konnten den Sport den sie vielleicht selber nicht auf diesem Niveau ausüben können, vertiefen und miterleben. Auch die Judging App war ein Erfolg. Durch das vergleichen mit der Jury entstand ein kleiner inoffizieller Wettbewerb mit sich und der Jury.

Frage 4: Wie war die erste Reaktion der Event Manager?

Die Eventmanager des CHIO waren offen für diese Veränderung und wollten damit ein Statement für die Zukunft setzen. Nach und nach kommen immer mehr internationale Events dazu. Die komplette App Angelegenheit liegt noch in der Prüfungsphase ob sie sich für alle Zeiten auf jedem Event durch setzt kann man nur hoffen. Aber der Anfang war gut. Die Eventmanager müssen die weiterhin die Traditionen und das was das Turnier ausmacht fordern und dadurch das bekannte Gefühl und vertraute Atmosphäre errichten. Aber den

Besucher weiterhin in Kombination mit dem Event in den Sport zu ziehen ist auch in den Augen der Event Manger die Zukunft.

Frage 5: Mit welcher Art Pferdeevents arbeiten Sie zusammen?

Die folgenden Fragen beziehen sich auf die Zukunft der Technologie.

Frage 1: Haben Sie weiter Pläne die Besucher noch mehr ins Geschehen der Events einzubeziehen?

Die Weitem Pläne beziehen Sich darauf noch mehr Information zu liefern die den Besucher interessieren können. Auch die Judging app für den nationalen Sport auszubreiten und auch auf die anderen Disziplinen weiter einzugehen. Der Dressursport ist der am einfachsten zu bemessene Sport jedoch kann man jetzt auch schon Jungpferdeprüfungen mit dieser App richten. Dies muss noch besser auf die Züchter und Besuchermaße ausgearbeitet werden.

Frage 2: Was sind Ihre Zukunftsaussichten in Richtung der mobilen Technologie des Pferdesports?

Die Tradition steht im Pferdesport an oberster Stelle. Aber auch die Veränderung ist wichtig. Egal in welchem Sektor auf der Welt. Man sollte mit der Zeit gehen. Der Pferdesport ist ein Sport der nicht durch jedermann ausgeführt werden kann. Dadurch bietet es eine breite Fläche um Fans und Besucher mit einzubeziehen. Wie vor Jahren angefangen über Intergram bis heutzutage über virtuelle Pferde, Brillen oder Livevideos vom Ritt aus der Sucht des Reiters. Der Zukunft sind keine Grenzen gesetzt solange das Pferd und der Sport noch im Fokus stehen und es nur darum geht dies dem Kunden näher zu bringen.