

A proposed plan for marketing the sports tourism in the Arab Republic of Egypt

***Prof. Gamal Mohammed Ali**

****Dr. Ibrahim Hussine Ibrahim**

*****Sherin Galal Shehata**

The abstract:

The research aims to put a proposed plan for marketing the sports tourism in the Arab Republic of Egypt through knowing the marketing position of the sports tourism activities in the Arab Republic of Egypt, knowing the suggested organizational structure for managing the sports tourism activities and the electronic map necessary for marketing the sports tourism activities in the Arab Republic of Egypt. The researchers have used the descriptive methodology (the survey studies) on a sample whose number is (166) chosen from the personnel at the two ministries of sport and tourism, personnel at the general authority for tourism activation, tourist guides at the ministry of tourism and tourists. The researchers used the content analysis in collecting the data. The content includes (maps, scientific references, previous studies and questionnaire). The researchers used the statistical treatments, the results referred that the two ministries of tourism and sport work to some extent on increasing the number of participants in the activities of sports tourism, which in its turn helps for promoting of these activities that may be a field for attracting a lot of tourism investments through practicing the sports activities. The results also emphasized that there are many obstacles that obstruct the marketing of sports tourism, whether legal, financial or technical, and reduce Egypt's opportunities to get use of its competitive advantage in this filed. Thus, the researchers recommend to the necessity of resorting to the proposed plan for activating the role of sports tourism in the Arab Republic of Egypt.

* Dept. of Sports Management & Recreation- Faculty of Physical Education- Assiut University- Egypt

** Associate Professor- Dept. of Sports Management & Recreation-Faculty of Physical Education- Assiut University- Egypt

*** Lecturer- Dept. of Sports Management & Recreation-Faculty of Physical Education- Assiut University- Egypt

Introduction:

The tourism plays an important and vital role in supporting the process of the economic and social development, in particular the countries that have the factors of tourism attraction, since the tourism sector contributes in financing the economic aspects, so it considered as one of the most important pillars of the comprehensive development in Egypt. The tourism also is the first resource of the national economy regarding the foreign currency as well as the tourism contains many of the workforce.

The tourist development in Egypt is considered as one of the most challenges that face Egypt, in particular after the revolution of 25th January and its results that make its necessary to the whole society and its institutions to seek temporary, organizational and legal procedures for achieving the maximum possible exploitation to the elements of the tourist attraction alongside the following and setting this exploitation.

This research is considered as appendage step for a research made by the

teamwork that aimed to enumerate the constituents, the natural and geographical resources owned by Egypt and putting them in the form of a proposed plan for marketing the sports tourism map in the Arab Republic of Egypt. This motivates the research team to attempt putting a proposed plan for marketing the sports tourism map in the Arab Republic of Egypt as one of the most important outputs of the scientific research that obligates the society and its institutions to put these outputs in its mind in the light of the abundance of technological development and infrastructure in communication filed in addition the electronic websites of the authorities concerned with introducing the activities of sports tourism.

The research procedures

The researchers used the descriptive methodology "survey studies" on a sample of 166 people from the personnel at the state ministry for the sport affairs, the personnel at the ministry of tourism, tourist guides at the ministry of tourism and foreign and Arab tourists.

The tools of data collecting

The researchers used the questionnaire as a tool for collecting data. Two forms were designed, one aims to know the marketing position of the sports tourism activities, the second aims to put a proposed organizational structure for managing the sports tourism activities. These two forms were shown to 13 experts specialized in the field of sport and tourism.

The scientific dealings

The truth: the survey study results which was performed on 25 people of the society research and out of the basic sample indicated that the tools of data collecting enjoy with an accepted truth dealings, since the truth of the first form ranged from 0.561 to 0.979, as for the second form, the truth coefficient ranges from 0.472 to 0.866, that is function at level (0.5) since the value of table R is (0.250).

The stability:00

the results indicated to accepted coefficients of

stability through the coefficients of correlation between the first and second practices during the period from 10\2\ 2013 – 25\2\2013 with 15 days interval. The correlation coefficients of the first form ranged from (0.98) and (0.99) whereas the correlation coefficients of the second form ranged from (0.97) to (0.99) with function at (0.5) since the table value of R is (0.250). After being a sure from the scientific dealings of data collecting tools, the basic sample was applied from 1\3\2013 till 30\3\2013.

Discussing the results

According to the statistical treatments of the research data, the results will be presented in the light of verifying the research goal and answering the following questions:

The first question: What is the marketing position of the sports tourism activities in the Arab Republic of Egypt?

Table (1)

The estimated degree and percentage of the research sample's response regarding the marketing situation of the sports tourism activities in the Arab Republic of Egypt (N= 135)

The means of marketing and promotion	The programs and activities	The potentialities and facilities	The financial aspects	Marketing obstacles
--------------------------------------	-----------------------------	-----------------------------------	-----------------------	---------------------

Sr.	%	Deg												
1	68,00	409	1	49,63	330	1	01,11	340	1	62,96	420	1	71,06	483
2	04,17	369	2	68,09	463	2	49,93	337	2	40,10	271	2	68,89	460
3	02,00	301	3	71,26	481	3	60,00	400	3	60,00	400	3	76,30	510
4	73,33	490	4	60,63	443	4	60,30	407	4	48,44	327	4	63,06	429
5	49,63	330	5	40,48	307				5	00,22	339	5	84,00	567
6	66,81	401	6	68,00	409				6	49,63	330	6	60,30	407
7	76,30	510	7	40,48	307									
8	82,22	500	8	08,02	390									
9	46,67	310	9	67,41	400									
10	08,02	390												
11	02,09	300												
12	79,26	530												
13	49,63	330												
14	68,09	463												
15	71,26	481												
16	60,63	443												
17	40,48	307												
18	68,00	409												

Table (1) shows that the percentage of the form axis was as following:

The axis of marketing and promoting means ranged from (46.67%). The programs and activities axis ranged from (45.48%) to (71.26%). The potentialities and facilities axis ranged from (49.93%) to (60.30%). The axis of financial aspects ranged from (49.63%) to (62.96%). The axis of marketing obstacles ranged from (60.30%) to (84.00%).

In the light of the results of the previous table the researchers see the importance of caring with the following results:

- The necessity of using various means in promoting the sports tourism activities to be appropriate to the different potentialities and to provide the distribution equity for the greatest possible number of beneficiaries such as e-mail, publications, the sponsor rights and exploiting the sports events. In addition to the necessity of caring with the individuals' tourist awareness at both individual and society level through enlightenment campaigns, issuing booklets show the importance of sports tourism at the individual and society level and selecting the individuals who put the

marketing policy in the light of scientific standards

- Taking care with the marketing services provided to the customers in the light of high quality rates in order to get the contentment of beneficiaries in addition to the necessity of designing programs for the sports tourism around the year that exploit all tourist components for guaranteeing the highest operation degree in the tourist facilities.

- Opening new future horizons for investment in sports tourism filed through which we can set free from the governmental restrictions and central policies and exploit the

businessmen's capitals for encouraging the developmental projects in the tourism filed which in its turn will lead to providing funding resources through which we can improve and develop the tourist services.

- Taking care with setting legislative items and laws that encourage and protect the investment in the filed of sports tourism and set a marketing plan for the activities in which the marketing is possible.

The second question: What is the proposed organizational structure for managing the sports tourism activities in the Arab Republic of Egypt?

Table (2)

The percentage of the research sample response regarding the organizational structure proposed for managing the sports tourism activities in the Arab Republic of Egypt (N= 67)

Board of directors		The administrative body		The specializations of board of directors		The specializations of the administrative body	
ser	%	ser	%	ser	%	ser	%
١	٧٣,٣٣	١	٧٣,٣٣	١	٨٢,٢٢	١	٨٢,٢٢
٢	٨٤,٠٠	٢	١٠٠	٢	٧٣,٣٣	٢	٧٣,٣٣
٣	٧١,٢٦	٣	٧٣,٣٣	٣	٨٢,٢٢	٣	٧٣,٣٣

Follow Table (2)

The percentage of the research sample response regarding the organizational structure proposed for managing the sports tourism activities in the Arab Republic of Egypt (N= 67)

Board of directors		The administrative body		The specializations of board of directors		The specializations of the administrative body	
٤	٨٤,٠٠	٤	٧٣,٣٣	٤	١٠٠	٤	٨٢,٢٢
٥	٨٢,٢٢	٥	١٠٠	٥	٨٤,٠٠		
٦	٨٢,٢٢	٦	٨٤,٠٠	٦	١٠٠		
٧	٧٣,٣٣	٧	١٠٠	٧	٧١,٢٦		
٨	١٠٠			٨	٨٤,٠٠		
٩	٨٢,٢٢			٩	٧٣,٣٣		
١٠	١٠٠			١٠	٨٤,٠٠		
١١	١٠٠			١١	٨٢,٢٢		
١٢	٤٠,١٥			١٢	١٠٠		
١٣	٤٩,٦٣			١٣	٨٤,٠٠		
١٤	٤٩,٦٣			١٤	٨٢,٢٢		
				١٥	٨٤,٠٠		
				١٦	٧١,٢٦		

Table (2) shows that the percentage of the form axis was as following:

The percentage of the research sample response regarding the open area sports ranged from (49.63%) and (100%), the researchers were satisfied with the response acceptance that exceeds 70%, since the position of the organizational structure for managing the sports tourism was as following:

1- President

2- Vice president

3- The administrative body consists of:

- Financial manager.

- Administrative manager.

- Programs manager.

- Public relations manager.

- Marketing manager.

4- The members and represent:

- The general authority representative for the tourist activation.

- The representative of tourism ministry.

- The representative of the state ministry for sports affairs.

- The representative of sports unions for sports that increasingly attract the tourists.

- The representative of ministry of interior.

The results indicated that one of the most important specializations directors board

is: set the general policy that achieves the spread of sports tourism and upgrading it in Egypt and taking all procedures necessary for achieving this.

The third question: What is the electronic map necessary for marketing the sports activities in the Arab Republic of Egypt?

In the light of the results of previous studies that the work team made aiming to set a map for the sports tourism that defined the areas which are appropriate to the practice of open area sports in the Arab Republic of Egypt and its natural, geographical, historical and cultural components, the necessary electronic map was designed for marketing the sports tourism in the Arab Republic of Egypt.

Appendix (1).

The proposed plan

In the light of what the results has indicated and responding to the questions regarding the marketing reality and the organizational structure proposed for managing the tourism activities in the Arab Republic of Egypt, the researchers try to set a proposed plan for marketing the tourism activities in the

Arab Republic of Egypt that includes the following:

First: The plan philosophy:

The plan philosophy stems from the state desire to exploit the natural and geographical resources that will contribute in creating the opportunities of investment in the filed of sports tourism for supporting the economical development and to keep pace with the scientific and technological development imposed by the modern developments.

Second: The plan goals

1- Exploiting the activities of sports tourism and getting the highest possible benefit from the tourist components in Egypt.

2- Variety and invention in using the available marketing means that may help in increasing the tourists' number coming to Egypt.

3- Encouraging and protecting the investment in the filed of sports tourism.

4- Supporting the institutional work inside the society in its all sectors with emphasizing on the cooperation in setting policies for the sports tourism.

5- Facing the most important obstacles and challenges that may face the tourist

development, in particular in the field of sports tourism.

Third: The general policies

1- The development of sports tourism is a common responsibility among all sectors concerning with the sports tourism.

2- Taking care with the scientific research and theories may contribute in solving the reality problem.

3- Selecting the individuals who set the marketing policies according scientific standards.

4- Providing time programs for the activities of the sports tourism that are characterized by continuity and have the ability to be in harmony with the social changes.

Fourth: The execution mechanisms

Activating all aspects of partnership among the institutions concerned with managing the sports tourism through an independent authority whose structure is proposed to be as follow:

A- The organizational structure

1- President

2- Vice president

3- The administrative body consists of:

- Financial manager.

- Administrative manager.

- Programs manager.

- Public relations manager.

- Marketing manager.

4- The members and represent:

- The general authority representative for the tourist activation.

- The representative of tourism ministry.

- The representative of the state ministry for sports affairs.

- The representative of sports unions for sports that increasingly attract the tourists.

- The representative of ministry of interior.

Its specializations:

1- Set the general policy which achieves the spread of sports tourism in Egypt and promoting it.

2- Managing the natural and geographical resources in which the activities of sports tourism are practiced in effective way.

3- Taking the procedures necessary for investing the natural and geographical resources available in Egypt.

4- Putting the programs of sports tourism in coordination with the concerned authorities and bodies.

5- Managing the sports tourism affairs regarding the financial, technical and organizational aspects.

6- Taking care with organizing the tourists' different aspects and setting the competitions for them.

7- Examining the complaints of tourists against the officials of sports tourism.

8- Set the systems and regularities necessary for organizing the sports tourism affairs concerning the administrative, technical and financial aspects and issuing the instructions and decisions that include the good conduct of work and observing its execution.

9- Forming the permanent or temporary committees for searching and organizing the affairs of sports tourism.

10- Accrediting the decisions of the executive office.

11- Approving the contracts and agreements that made under the name of the authority.

Fifth: The means of observation and evaluation:

The proposed plan is evaluated according to set of elements:

1- The level of the administrative work and provided service.

2- The customers' contentment regarding the quality of provided services.

3- Measuring the performance.

4- Set observation standards.

5- Treating the most important negatives that may appear as a result to the evaluation process through:

- The questionnaire.

- The observation.

- The interview.

- Survey through the electronic websites.

Recommendations:

1- Caring with developing the public awareness regarding the importance of sports tourism.

2- Using the sports events and champions as necessity for marketing the activities of sports tourism.

3- The necessity of using the modernist technological and electronic ways for marketing the activities of sports tourism.

4- Caring with graduating human cadres qualified for working in the field of sports tourism through cooperation between the faculties of physical sport and tourism faculties.

5- The necessity of applying the plan proposed for marketing the activities of sports tourism.

References in Arabic:

1- Faten Al Bendary: studies in the tourist geography of Egypt- The house Arab world- Cairo 2008.

2- Magda Goma: The tourist geography of Egypt- Al Tawheed modern publication houses- issue 1- 2000.

3- The ministry of tourism: The book guide of the Egyptian general authority for activating the tourism- the united company for printing, publication and distribution 2011.

4- The ministry of tourism: the guide book of the regional

Egyptian authority for tourism activation- the united company for printing, publication and distribution 2011.

References in English

5- Shalaby,S: Marketing-management in den deutschen und ägyptischen Sport verbaenden, Eine vergleichende Analyse, Goettingen 2003.

6- Crompton J.Lee S: The Economic Impact of 30 Sports Tournament, Festivals, and Spectator Events in Seven U.S. Cities. Journal of park and Recreation Administration, pp 107-126, 2000.

7-Daniels ,Margaret ,Norman, William and Henry ; Estimating Income Effects of A sport Tourism Event. Annals of Tourism Research, 180-199,2004.

8-Freyer,W: Sport-tourismu ,Eine marktorientierte Betrachtung, Regensburg, G, 2004