



Benha University
Faculty of Physical Education

Research summary in English

**Evaluation of material and human potential in sport tourism field in
some resorts in A.R.E**

A Thesis Submitted By

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degree in physical education**

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Introduction and research problem:

Tourism is one of the human phenomena that have emerged since Allah created the Earth and everything on it, it is old like life and ancient like history, Since a long time and man in perpetual motion between travel and movement in search of security and stability and in pursuit of his livelihood and his pension and free from environmental restrictions and looking forward to science and knowledge, the phenomenon of human transmission shifted to achieve his desires, needs and affairs of daily life to the goal of social and cultural phenomenon of comfort and convenience, culture and recreation.

(**Abdul-Khaliq Al-Sisi**) believes that tourism in the past was a social and cultural phenomenon, and the perception of it has changed in the modern era and turned into one of the important industries that many countries depend on in to develop its resources to achieve economic and cultural progress.

Also (**Ashraf Almidani**) believes that tourism is the largest industry in the current era and there are high hopes attached to tourism by countries to increase development plans and support the economy and a lot of countries have succeeded in achieving that and there are other countries has become waiting to achieve its ambitions by tourism since they are on the verge of the twenty-first century. The World Tourism achieved a major position exceeded all expectations especially from the beginning of the nineties, and tourism has become the economic locomotive for many countries.

Despite the availability of many monuments in Egypt, which are equivalent to two-thirds of the world's monuments as well as the availability of various ancient civilizations and beaches and deserts and a lot of tourist attractions in Egypt archaeological areas, however, tourism marketing to Egypt still depends on cultural tourism only, without other kinds of modern tourism, although the cultural tourism has taken the bulk of the attention, but it's only 10% of the volume of international tourism to Egypt.

In other words, that low-income achieved by cultural tourism to Egypt is still less than the supposed far as the future of tourism in Egypt is surrounded by the international tourism market determinants so that we can't expect a significant increase in international tourism to Egypt if the quality of tourism remained the cultural tourism only, without other types of modern tourism.

Sports tourism is a developed tourism patterns that keen Egyptian Ministry of Tourism and the Ministry of Youth and Sports to be added within the tourism service programs with the aim of Egyptian tourism product diversity to stand in the face of global competition, which helps to attract new quality of tourists has focused on satisfying practice or sports viewing.

When planning for the implementation of sports tourism product must learn about what is available possibilities and what should be the potential for the manufacture of sports tourism because the potential is of great importance in the planning and execution of all business success because it can't get any profit from any program without the availability of necessary capabilities for the implementation of this program.

Therefore, the researcher wants to know the material and human potentials for the field of sports tourism which are available in the resorts because of its great importance in the planning and implementation of sports tourism programs, which is one of the most important tourist attractions.

From the above can be summarized research problem in being a scientific attempt aims to:

Evaluating the available human and material potentials in the field of sports tourism, and modify those potentials because of its importance in preparing sports programs and host local and international championships, which in turn lead to increased rates of Egyptian tourist attractions and compete with top countries the field of sports tourism.

the importance of research:**scientific importance:**

- This research is considered a new scientific addition in the field of sports tourism.
- This research could help guide researchers to conduct scientific studies on other aspects that are not exposed to the current study. These studies contribute to develop the tourism offering more and more and achieve better results in the field of sports tourism.

Applied important:

- Results that can be reached in this study may be useful in planning operations for the good programs of sports tourism.
- We can't make money without the provision of material and human potentials, and this research touches on evaluating those potentials to increase the rates of the Egyptian tourist attractions and thus increase the national income of the country.

Research Objective:-

The research aims to identify the available human and material resources in the field of sports tourism for some resorts in Arab Republic of Egypt and evaluate them to achieve the goals of sports tourism and increase the attraction factors of tourism to Egypt, and expansion of the slide coming to Egypt and the multiplicity of nationalities, ages and increase the number of night's accommodation, and all of this through:

- Identification available material potentials of some Egyptian resorts.
- Identification available human potentials of some Egyptian resorts.
- Identification the sport programs established in some Egyptian resorts.

Research queries:**About the adjectives of research, researcher put the following queries:**

- Are the material potentials adequately available to serve sports tourism in the Egyptian resorts?
- Are the human potentials adequately available to serve sports tourism in the Egyptian resorts?
- Do the available human and material potentials help establishing local and international sporting events?

Search procedures:

Research Methodology:

The researcher used the descriptive method by following the survey style due to its suitability for the research.

Research sample :

The researcher chose the main research sample randomly from the responsible and the workers in the field of sport tourism and their number was (87), and from the coming tourists to the resorts and their number was (239), so the final number of the sample became (326) from these governorates (Red sea, Alexandria, North Sinai) . The researcher also used an exploratory sample of (30) persons were selected by the intentional method from inside the society and outside the main study sample.

Data collection methods :

The researcher used the following tools and methods to collect data:

- Interview:

Researcher has done interviews with a number of experts in the field of sports management and recreation sports, tourism and hotels. He also had interviews with a number of resorts managers in some Egyptian tourist cities, which helped the researcher in determining the actual reality of human and material potentials of the resorts.

- A questionnaire designed by researcher:

To make that questionnaire, the researcher has followed the following steps:

- 1- Scientific references and studies readings associated with the research topic.
- 2- Open interview.
- 3- Specify virtual axes of the questionnaire.
- 4- Provide the experts with the virtual axes.
- 5- Formulate a set of phrases for each axis of the form axes:

From the results of a survey of expert opinion on the main axes of the questionnaire was conducted amendments mentioned by experts.

Researcher formulated phrases that fall under each axle group based on the following:

- Interview with the administrative staff and workers in the field of sports tourism and directors of some of the resorts.
 - Scientific references of tourism and sports tourism.
 - Previous studies related to the field of sports tourism
- 6- Showing phrases of each axis to the experts, as the expert is required to be:
- A professor or an assistant professor in the field of sports management or sports recreation or tourism.
 - holds a PhD degree in the field of sports management or sports recreation or tourism and has experience of not less than 10 years in sports management or sports recreation or tourism.
- 7- The drafting of the final image of the form.
- 8- Translating the final questionnaire to the following languages (English, Italian, and Russian).

Exploratory study:

The researcher applied the material and human potential in the field of sports tourism questionnaire on a sample of 30 tourists from outside the study sample in the period from Wednesday, 08/12/2015 and until Sunday, 08/16/2015 with the aim of following:

- 1-Determine the degree of response of the participants on each phrase of the questionnaire phrases.
- 2- Determine how long it takes participants to answer the questionnaire.
- 3-Determine the drafting difficulties.

By applying the questionnaire on the exploratory sample the researcher concluded over the exploratory sample phrases to understand the questionnaire through their answer was found that there are no phrases afford more than one interpretation or ambiguous in their meaning or concept. And that the time to answer the questionnaire between 10 minutes (the time took to answer the first examined) to 14 minutes (the time took to answer the last examined), so the average time took to answer the questionnaire was 12 minutes and it is not a matter of boredom and then was conducted scientific transactions to form questionnaire.

Basic study:

The researcher applied the basic study in the period from Wednesday, 02/09/2015 to Thursday, 09/17/2015 administrators and workers in the field of sports tourism in some resorts and their number was 87, and the tourists coming to the resorts and their number was 239, so the final number of the sample became 326 tourists

Statistical treatment:

Suitable statistical treatment was used and that is by using Excel program to enter data and SPSS (18) (statistical package social science) to perform search statistical processes, and the researcher has used:

- The percentage
- Coefficient of Correlation
- Arithmetic Mean
- Standard Deviation
- Comparative importance
- Estimated weight

Conclusions and Recommendations:**1. Conclusions:****Conclusions of material potentials axis:**

- 1- Available sport facilities in resorts are unfit to serve sports tourism, and the good ones are not enough for the success of sports tourism.
- 2- Available courts not characterized by diversity to suit the various sporting activities.
- 3- The available material potentials don't encourage the intentional teams to come and establish their training camps.
- 4- Unavailability of material capabilities that help exploit the natural resources like beaches, mountains, seas and winds to establish global tournaments and festivals.
- 5- There are no places for media people in sport practice places.
- 6- Lock rooms are not sufficient for the number of practitioners as they are appropriate in terms of space and showers and clothing lockers.

- 7- Stands allocated for fans are not sufficient to establish whether local tournaments, continental or international.
- 8- Entrances and exits to and from the stands are not sufficient for the numbers of the masses so as to prevent stampedes and overcrowding.
- 9- There are special places for alarms and fire extinguishers according to the civil defense rules.
- 10- Lack of internal transportation network to move to and from the sporting practice places.

Conclusions of human potential axis:

- 1- Lack of availability of qualified cadres to work in the field of sports tourism because of the random selection.
- 2- There is no setting up touristic or sporting training courses for the workers in tourism field.
- 3- Unavailability of administrators, translators and tour guides who are specialists in the field of sports tourism.
- 4- Lack of cleaners and maintenance technicians in sports practice places to do periodic maintenance of sports facilities and machines.
- 5- Managers do not work on strengthening the role of overall quality or hiring experts who work in sport tourism field.
- 6- There is no coordination between the authorities and concerned federations in the implementation of sports tourism programs.
- 7- There is no hiring of sport tourism experts to take advantage of them.
- 8- The large number of bureaucratic obstacles on travel and sports tourism.
- 9- Lack of leaders interest in the presence of international champions to participate in sport events in order to attract the largest number of viewers.
- 10- There is no communication between leaders, administrators and shareholders, investors to finance sport tourism.

Conclusions of sport programs axis:

- 1- There is no interest in the presence of international champions to participate in sport events in order to attract the largest number of viewers.
- 2- Local or global tournaments and competitions rarely held due to lack of material potentials.
- 3- Programs and competitions provided are routine and often provided by the animation team, which is only an entertaining team.

- 4- There are no short-term or long-term plans for the promotion of sports tourism, such as organizing sports festivals and celebrations throughout the year, especially in non- peak times.
- 5- There is no coordination between the sport unions and resorts to establish local, continental or international tournaments.
- 6- Sports tournaments that are held in resorts or under its auspices are limited to specific sports and not others.
- 7- There is no taking advantage of the natural potentials to establish various tournaments and festivals.

Recommendations

Recommendations of the first axis

- 1- The need to establish private colleges of sport tourism.
- 2- Working on the establishment of sport tourism departments in Physical education faculties and teaching sport tourism curricula in tourism and hotels faculties.
- 3- The need for availability of excellent sports facilities in the touristic cities to host local and global tournaments.
- 4- The need for the availability of equipment and instruments of training at a high level to host local and international teams in their preparation periods.
- 5- Providing material potentials that help to exploit the natural resources.
- 6- Providing Locker rooms suitable and adequate for the number of participants in sporting events.
- 7- Providing a special transport network for sport tourism to transfer practitioners and fans to and from sports practice places.
- 8- Providing covered halls for all sports in order to ensure the continuation of the practice of sports throughout the year.
- 9- Setting up sub stadiums and covered halls **extensions** for the trainings of the teams participate in sport programs and tournaments.
- 10- Providing special places for media professionals in sport practices places and provide them with all the capabilities.
- 11- The need to provide strips and places for the masses, taking into account the breadth of the doors for entry and exit and to be sufficient for the number of participants.
- 12- Building medical centers close to the sport practices places to rescue the injured quickly.

Recommendations of the second axis:

- 1- The need for a good selection for those working in the field of sports tourism and preferably from graduates of Physical Education faculties and Colleges of Tourism and Hotels.
- 2- The establishment of training courses and workshops for those working in the field of sports tourism on an ongoing basis.
- 3- Holding conferences and seminars for sports tourism to clarify goals and offer opportunities and threats.
- 4- Inviting tourists to attend seminars on sport tourism to learn about the latest developments and express their opinions.
- 5- The need for the use and benefit of international experts in the field of sport tourism.
- 6- Providing translators and tour guides and they have to be familiar with in terms of sports tourism and its objectives.
- 7- Good marketing for the facilities and the potentials of sport tourism, both locally and globally.
- 8- Leaders' communication with shareholders and investors to fund activities and programs of sport tourism.
- 9- Utilizing the presence of international teams to establish sports competitions and tournaments.
- 10- Inviting local and international champions the most popular and beloved to the public to set up contests, competitions and giving awards.
- 11- The need to provide equipment and lighting technicians and maintenance technicians to do the periodic maintenance of equipment and facilities.
- 12- Providing cleaners in sufficient numbers and distribute them to the sport practice places during the tournaments and festivals.

Recommendations of the third axis

- 1- The provision of material and human potentials for the establishment of programs and festivals with high level with the need for marketing and promotion of such programs.
- 2- Coordination between sports federations and resorts for hosting and organizing local and international tournaments.
- 3- Coordination between global and local sports clubs to host teams in periods of preparation and exploitation of its existence to hold sporting festivals.
- 4- Develop long-term and short-term plans of sport activities, programs and tournaments we hope to host.
- 5- The need for diversity of sport programs offered to tourists and not depending on one particular sport.
- 6- The suitability of sport programs for all ages to expand the circle of participation.
- 7- Inviting the local and global champions to hold sport programs and tournaments.
- 8- Providing potentials needed to take advantage of natural resources such as beaches and seas, mountains and deserts in the establishment of sport programs.