

An analytical study for hosting sporting events to advance the Egyptian sports industry

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Introduction and research problem

The double pyramid theory explains the relationship between professional sports and amateur sports, as thousands of amateurs produce few Olympic champions. Whenever these amateurs benefit from the commercial and promotional revenues of professional sports, the professional clubs will need financial support for a group of amateur volunteers in addition to To the supposed support from local and regional authorities (1 : 29) .

For example, organizing high-level sporting events on a regular basis, every four years (Olympic Games, FIFA World Cup competitions), annually (annual sports tournaments), or for every season (winter sports games), are all events that attract global attention and follow-up from Different sectors, regardless of the time course of the sport of interest, the sports market always witnesses great oppression, in addition to the expectation of an increase in the level of tourism, job offers, and business opportunities (4 : 10) .

ajor sporting events mean organizing tournaments such as the FIFA World Cup or the World Cup for any other sport, and the Olympic Games, whether continental or international. Without a doubt, the Olympic Games represent almost the only event in which delegations from 207 countries participate, which means that these delegations represent all the peoples of the world. The floor is approximately (5) .

It is the television sponsor of sporting events and is the one who obtains the right to broadcast the club's private television channel. It is always a

satellite network that pays the club for the right to manage and market the channel and broadcast training and friendly matches on its other channels. This is what must be taken into account when establishing a private channel for the club and assigning the task of broadcasting the channel to a satellite network. Large amounts of money for the club. We find, as an example, the television sponsor Sky News for the Italian club Inter Milan and the ART network for the Egyptian Al-Ahly club in the previous period (6) .

Marketing is a basic process for the organization and is not considered a separate process, as the entire work of the organization is seen through the final results and through the purposes and points of view of consumers, and therefore successful work is not strong through producers but through consumers, and this is only expressed through marketing (3 : 3) .

From the above, researchers mention that sporting events have become the focus of attention of the world, whether in team or individual sports. Also, mass sports revive the economy of the host country in various fields, as delegations of participating teams arrive, as well as media figures, veteran athletes and fans, and this has a positive impact on the tourism, industrial and commercial aspects and thus increases. Direct job opportunities inside or outside the tournament, such as transportation and commercial agencies. Also, marketing sports facilities that host sporting events attracts sponsorship and advertising companies and increases the chances of increasing investment. This is what the Kennte study (2002) (2) found that hosting sporting events increases Marketing opportunities and the sports industry, and this is what prompted the researchers to prepare this study to analyze the impact of hosting sporting events to advance the Egyptian sports industry .

Search goal:

The current research aims to study the reality of hosting sporting events to advance the Egyptian sports industry .

Research question:

In light of the research objective, the researchers pose the following question :

- What is the reality of the sporting events hosted by Egypt to advance the Egyptian sports industry ?

Search procedures

Research Methodology :

The researchers used the descriptive approach (The method of analytical studies) with its steps and procedures in order to suit it to achieve the research objectives.

Research population and sample :

The research community is represented by faculty members from the faculties of physical education, media, and tourism, leaders of the Ministry of Youth and Sports, members of the Olympic Committee, the board of directors of private clubs, the board of directors of popular collective and individual sports federations, members and officials of entities related to sports tourism, presidents and officials of sports joint-stock companies, as well as Those working in the field of sports media. The researchers chose the basic research sample randomly and consisted of (314) individuals from the research community .

Data collection tools

The researchers used the following tools to collect research data: The reality of the plan of the Ministry of Youth and Sports to advance the Egyptian sports industry, which includes the dimensions {sporting events/selection of sports and movement talents/intellectual capital}, with a total of “12” twelve phrases .

Search steps:**A - Exploratory study:**

The researchers conducted a pilot study of the research tool, applying it to a sample of the research community and outside the basic sample in the period from 7/17/2023 AD to 7/30/2023 AD, for the purpose of identifying its suitability and its relationship to application to that sample .

B - Research application:

After determining the sample, testing the data collection tool, and ensuring its validity and reliability, the researchers applied it to the sample members under study, and the application period was from 8/1/2023 AD to 10/15/2023 AD.

C - Correcting questionnaire forms:

After completing the application, the researchers corrected the questionnaires according to the existing instructions explained previously, and after completing the correction process, the researchers monitored the scores in preparation for treating them statistically.

The statistical method used:

After collecting and tabulating the data, it was processed statistically, and to calculate the research results, the researchers used the following statistical methods:

- percentage .
- Cronbach's alpha coefficient .
- Correlation coefficient. - Estimated degree .
- T-test for significance of differences .

The researchers accepted a significance level of (0.01/0.05). The researchers also used the Spss program, version twenty-one, to calculate some statistical coefficients.

Research results

Arithmetic means and standard deviations of the Ministry of Youth and Sports
hosting reality questionnaire For sporting events
to advance the sports industry (n = 314)

	ferries	agree	To some extent	not agree	SMA	standard deviation	Ranking
1.	Repetition	٢١٥	٥٨	٤١	٢.٥٥	٠.٧٣	٤
	percentage	٦٨.٤٧	١٨.٤٧	١٣.٠٥			
2.	Repetition	٢٧٥	٣٩	٠	٢.٨٧	٠.٨٧	٢
	percentage	٨٧.٥٨	١٢.٤٢	٠			
3.	Repetition	٠	٠	٣١٤	١	٠	١٠
	percentage	٠	٠	١٠٠			
4.	Repetition	٠	٠	٣١٤	١	٠	١١
	percentage	٠	٠	١٠٠			
5.	Repetition	٠	٠	٣١٤	١	٠	١٢
	percentage	٠	٠	١٠٠			
6.	Repetition	٣١٤	٠	٠	٣	٠	١
	percentage	١٠٠	٠	٠			
7.	Repetition	٤٥	٨١	١٨٨	١.٥٤	٠.٦٥	٧
	percentage	١٤.٣٣	٢٥.٧٩	٥٩.٨٧			
8.	Repetition	٥٥	١٥٢	١٠٧	١.٨٣	٠.٧١	٦
	percentage	١٧.٥١	٤٨.٤١	٣٤.٠٧			
9.	Repetition	٠	١١٠	٢٠٤	١.٣٥	٠.٨٣	٨
	percentage	٠	٣٥.٠٣	٦٤.٩٦			
10.	Repetition	٢٦٦	٤٨	٠	٢.٨٤	٠.٩١	٣
	percentage	٨٤.٧١	١٥.٢٨	٠			
11.	Repetition	٥٥	٢٥٩	٠	٢.١٧	٠.٨٨	٥
	percentage	١٧.٥١	٨٢.٤٨	٠			
12.	Repetition	٢٦	٢٥	٢٦٣	١.٢٤	٠.٧٧	٩
	percentage	٨.٢٨	٧.٩٦	٨٣.٧٥			

It is clear from the table

- The average scores for each dimension ranged from (22.39) , and the averages for its expressions ranged between (1 : 3) .

The researchers attribute this result to the fact that the Ministry of Youth and Sports seeks to host African, Arab, and international championships in various individual or team sports, as well as sports that are not widespread or less popular. These tournaments bring many goals to the state, whether financially, politically, or socially, and this return is one of the most important components. Egyptian sports industry .

- The phrase (6) came in first place, with a mean of (3), which states: “The Ministry of Youth, Sports, and Sports Federations shall raise the slogan of fair play and other principles that increase interaction, participation, and attendance of its competition ” .

The researchers attribute this result to the fact that the slogan of fair play in sports in general and in football in particular was characterized by Fair play football, and this slogan of fair play in football appeared with a set of rules developed by the European Football Association in order to improve the financial situation of European football, as its main goal was It is to prevent any club from spending more than it earns, which could lead it to bankruptcy in the long run, and financial fair play prevents clubs from spending more money than their stipulated budget which could put the club into debt, as the law works to put an end to excessive spending. Inflated transfer fees and player salaries .

- Researchers point out that this slogan is not only intended to reduce violence inside the stadium, but also to preserve the financial aspect of the clubs, but rather how the spending appropriations are made through the spending ratios against income or budgets approved annually. Thus, this slogan has become one of the most important financial foundations that must be looked at and followed, and this is what is reflected. To improve the industry in the field of sports clubs and federations .

The researchers add that on the social side, raising this slogan in international tournaments increases the opportunities for marketing and follow-up of the events of this tournament, and thus this slogan can be used to create other fields for the sports industry in international, continental and other events .

- The phrases numbers (3, 4, 5) also came in last place, as they had the same mean, which is (1), and these phrases are in order (The Ministry of Youth

and Sports owns a specialized sports platform for all its stadiums, tools, clubs, and coaches, assigning broadcasting rights. The Ministry of Youth and Sports broadcasts its television broadcast on its website to benefit from the marketing and advertising space .

The researchers attribute this result to the fact that the role of sports clubs and federations is respected in the technical aspect and their role is limited to the administrative aspect or financial support for them. Also, the rights to broadcast television sporting events are the inherent jurisdiction of the federation and its marketing committees, whether in local leagues and tournaments or international and continental meetings, because This federation has all the information and data about the participants and how to make the best use of the tournament, whether during the tournament periods or the famous players. This gives the federations the ability to create opportunities for investment through the committees concerned with it, and for which the federation may seek the assistance of media and sports marketing experts .

Conclusion

In light of the research hypothesis, the procedures that were followed, the research sample, and the results of the research, the researchers concluded that hosting African, Arab, and international championships in various sports brings back to the state many goals from those championships, whether financially, politically, or socially, and this return is one of the most important components of the advancement of the Egyptian sports industry .

Thanks and appreciation

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Research Summary

An analytical study for hosting sporting events to advance the Egyptian sports industry

The research aims to study the reality of hosting sporting events on sports marketing, whether in terms of television broadcasting rights, match commentary platforms, as well as souvenirs and sports industrial products, and on the other hand, tourism programs for the hosted teams. The researchers used the descriptive approach of “analytical studies”, and the basic research sample consisted of (314) faculty members from the faculties of physical education, media, and tourism, leaders of the Ministry of Youth and Sports, members of the Olympic Committee, the board of directors of private clubs, the board of directors of collective and individual popular sports federations, members and officials of entities associated with sports tourism, presidents and officials of sports joint-stock companies, as well as employees. In the field of sports media, the study concluded that the Ministry of Youth and Sports seeks to host African, Arab and international championships in various individual or team sports, as well as sports that are not widespread or less popular, and the state achieves many goals from these tournaments, whether financially, politically or socially, and this return is from The most important components of the Egyptian sports industry.

Key words

- Analytical study
- Hosting sporting events
- Promoting the Egyptian sports industry