

## **Obstacles of applying marketing advertisement strategies as an access for promoting activities of sport touris**

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### **Introduction and problem of the research :**

Sport is one of the most important investment sectors , where capitalist countries regard it as a strategic industry generating enormous amount of money and needs a professional management , aims for profit , , local and foreign businessmen , organizations and investors regard it as a field of commercial propaganda through sponsoring heroes , events and sport championships .

Marketing strategies concern with taking a set of decisions pertaining with segmenting market to sectors , selecting the target markets , determine market position and developing marketing mixture to achieve it's goals from serving these sectors .

Tourism is considered a set of relations and phenomena that arise from temporal travel and residency as long as it doesn't lead to a permanent

residence and not include any activity for financial gain ( Holloway , 2009, p9 ) .

The importance of tourism is evident that it represents one of the most important factors of modern tourism attraction that achieve variety , change in sources of tourism attraction for Egypt , since sport field that was from long times one of the important methods for acquaintance , self recreation became now one of the tourism methods in which man jostles from everywhere to practice or watch aspects of sport activities that they prefer in a country of tourism nature and tourism attraction factors , this contributes in activating tourism movement whether internal or external that lead to increase national economy , consequently , increasing individual income ratio ( Heather J. Gibson , 2007, 32 ) .

From previously mentioned , it is shown that marketing strategies aim at promoting the product and make audience know it . Using advertisements in marketing the product became of the important matters for it's ability on spreading between audiences , whether inside or outside Egypt .These strategies seek to make Egyptian and foreign audience know the product importance or sport good and it's part in his life and how to make use of it , consequently , using these strategies in promoting sport tourism is important to make all audiences know the tourism role of Egypt and the potentials exist in tourism installations to practice sport tourism with all it's aspects and activities .

Sport tourism is considered one of the most important tourism activities in various world nations , sport tourism isn't restricted only on watching world and international championships , but also on practicing and training , not merely watching ancient archaeological stones is no

longer attracts tourists , but they prefer practicing different sport activities in nature embrace , so it must be interested in sport tourism activities that work to attract tourism for Egypt and contribute in pushing the cycle of economical development , since there is a new world tendency to relate tourism with sport to serve each other .

But there are several obstacles that hinder making institutions responsible for sport tourism to make it's role to the fullest to raise this important aspect of tourism , that in turn lead to rise the level of Egyptian national income as a result of depending on an important type of tourism through using the recent marketing advertisement strategies .

Through the researchers cognizance of studies and researches that were conducted in this field , , they didn't find – in the limit of their knowledge – any studies dealt with recognizing obstacles of applying advertisement marketing strategies to promote sport tourism in tourism installations at Arab Republic of Egypt to stimulate their motivation to conduct this research .

### **Goal of the research :**

The research aims at recognizing obstacles of applying advertisement marketing strategies to promote sport tourism in Arab Republic of Egypt , and that's by obstacles to know :

- 1) the obstacles related with human element to apply advertisement marketing strategies to promote sport tourism .
- 2) the obstacles related with the recreational element to apply advertisement marketing strategies to promote sport tourism .
- 3) the obstacles related with tourism installations to apply advertisement marketing strategies to promote sport tourism .

### **Questions of the research :**

- 1) What are the obstacles related with human element to apply advertisement marketing strategies to promote sport tourism ?
- 2) What are the obstacles related with the recreational element to apply advertisement marketing strategies to promote sport tourism?
- 3) What are the obstacles related with tourism installations to apply advertisement marketing strategies to promote sport tourism ?

### **Procedures of the research :**

### **Method of the research :**

The researchers used the descriptive method (surveying studies) with its steps and procedures for its appropriateness to achieve the research goals .

### **Community and sample of the research :**

The research sample was (112) . They were selected from the research community according to the following :

- Employees in public department for sport tourism at Ministry of youth and sport of (13) individuals .They were selected purposively .
- Employees in tourism installations at Arab Republic of Egypt in cities (Hurghada – Sharm El Sheik – El Ain EL Sokhana ) , workers in the field of marketing and different fields of sport activities inside tourism installations of (81) individuals . They were selected randomly .
- Employees at advertisement companies in tourism field of (18) individuals . They were selected randomly .

## **A tool of data collection**

Questionnaire of obstacles for applying advertisement marketing strategies as an access to promote sport tourism ( prepared by the researchers ) .

### **\*Steps of preparing the questionnaire :**

The researchers designed it as follows :

#### **1- Reading and cognizance**

The researchers acquainted several studies and references that dealt with the subject of advertisement marketing strategies and sport tourism in all the scientific aspects to develop the basic axes of the questionnaire .

#### **2) Determine the aim of the questionnaire :**

The aim of the questionnaire was represented in recognizing the obstacles of applying advertisement marketing strategies as an access to promote sport tourism at Arab Republic of Egypt .

#### **3)Determine the questionnaire axes :**

After acknowledgment of the scientific studies and researches and determine the aim of the questionnaire , the researchers developed a set of axes for the questionnaire and by presenting them on a set of experts in the field of sport management of (7) experts and their experience in the field is no less than (10) years to show opinion in the extent of these axes

appropriateness for the research subject . The questionnaire axes were represented in :

- Obstacles related with the human element .
- Obstacles related with the recreational element .
- Obstacles related with tourism installation .

The percentages of the experts opinions of the questionnaire axes appropriateness ranged between (86% :100%) . The researchers accepted a percentage of 70% and more to accept the axis and based upon this , all axes were accepted.

#### 4- Formulating the questionnaire statements :

The researchers developed a set of statements for every final axis of the questionnaire . The number of the statements were (14) . When formulating the statements , it was considered that the statement has one meaning and the language of each statement is correct , remove from the difficult statements and avoid using words that bear more than one meaning.

#### 5- The initial form of the questionnaire :

The researcher presented these statements on a set of experts in the field of sport management of (7) experts and their experience in the field is

less than (10) years to show the opinion in the statements appropriateness of the research axes . The statements that have a percent less than 70% of the experts agreement were deleted . The deleted statements were (1) statement , so the questionnaire statements were (13 ) ones .

### **The scientific coefficients of the questionnaire :**

The researchers calculated the scientific coefficients of the questionnaire as follows :

#### **A- The validity :**

To calculate the validity of the questionnaire , the researchers used the following methods :

##### **(1) The validity of the content :**

The researcher presented the questionnaire on a set of experts in the field of sport management of (7) experts to show the opinion in the questionnaire appropriateness for what was developed for it whether in terms of axes and statements of each axis and the extent of these statements appropriateness for the axis that it was represented . The percentage of the experts opinions of the questionnaire statements in it's initial form ranged between (86% : 100%) , hence the statements that have a percent less than 70% of the experts agreement were deleted . The deleted statements were (1) statement, so the questionnaire statements were (13) ones .

## (2) The validity of the internal consistency :

To calculate the validity of the internal consistency of the questionnaire , the researchers applied it on a sample of (20) individuals from the research community and not from the original sample of the research . The correlation coefficients between the score of each statement , and total score of the axis ranged between (0.82 : 0.91) , and The correlation coefficients between the score of each statement and total score of the questionnaire ranged between (0.63 : 0.87) , and The correlation coefficients between the score of each axis and total score of the questionnaire ranged between (0.91 : 0.95) . They are statistically significant correlation coefficients indicating the questionnaire validity .

## B) The reliability :

To calculate the questionnaire reliability , the researchers used Cronbach Alpha by applying it on a sample of (20) individuals from the research community and outside the original sample . Alpha coefficients of the questionnaire axes ranged between ( 0.88:0.92) , Alpha coefficient of the questionnaire as a whole was ( 0.94) and they are statistically significant correlation coefficients indicating the questionnaire reliability .



**Presenting , discussing and interpreting the findings :****Table (1)**

**The estimated score and the percentage of the sample opinions for the statements of (the first axis : obstacles related with the human element) (N=112)**

N	The statements	Response			The estimated score	The percent age	Value of chi square <sup>2</sup>
		Agree	Somewhat	Disagree			
1	Deficit and lack of structural planning for the labor and technical force in the field of sport tourism and marketing strategies .	65	45	2	287	85.42	55.52
2	Lacking of trained and qualified experiences and competencies that can be depended upon to develop activities of sport tourism through applying systems and mechanisms of marketing strategies .	86	24	2	308	91.67	101.64
3	Weakness of employees understanding and knowledge in the tourism field with programs and activities of sport tourism resulting in weakness of the persuasion in the benefit of applying it in tourism installations	64	35	13	275	81.85	35.05
4	The absence of experience and professional in sport tourism field and inability to use promotion marketing mechanisms .	70	37	5	289	86.01	56.59

The tabulated (chi square) value at significance level (0.05) = 5.99

It is shown from table ( 1 ) the following :

- The percentage of the research sample opinions in the statements of the first axis : " obstacles related with human element " ranged between (81.85% : 91.67%) .

-There are statistically significant differences between the research sample opinions in all statements and in the direction of agreement .

The researchers attribute this finding to the presence of several obstacles of the human element and qualified him and the most important ones are lack of trained and qualified experiences and competencies that can be depended upon to develop activities of sport tourism through applying systems and mechanisms of marketing strategies , the absence of experience and profession in sport tourism field , inability of using promotion and marketing , deficiency and lack to structural planning of labor and technical force in the field of sport tourism and marketing strategies , weakness of employees understanding and knowledgment in the tourism field with programs and activities of sport tourism that may result in the persuasion weakness in it!s benefit of applying it in tourism installations .

This is what "Krista Benoit " study (2005) confirmed whereit!s findings indicated the insufficient of advertisement and television coverage , executiveness need in the field of sport caring to further preparation and training , the need for expanding in the policy of hosting sport events .

Table (2)

**The estimated score and the percentage of the sample opinions for the statements of ( the second axis : obstacles related with the promotion element ) (n= 112)**

N	The statements	Response			The estim ated score	The percent age	Value of chi square <sup>2</sup>
		Agree	Somewhat	Disagree			
1	The weakness of sport tourism promotion competence in Egypt in general .	82	24	6	300	89.29	84.50
2	Not using different sites on W.W.W to recognize the importance and concept of sport tourism inside Arab Republic of Egypt .	77	28	7	294	87.50	69.13
3	The wrong belief that programs and activities of sport tourism are only appropriate for leisure activities and visits and are not applicable in sport sector .	68	38	6	286	85.12	51.50
4	The deficit of investments volume , whether local or foreign in the field of sport tourism .	88	21	3	309	91.96	107.48

The tabulated (chi square) value at significance level (0.05) = 5.99

It is shown from table ( 2 ) the following :

- The percentage of the research sample opinions in the statements of the second axis : "obstacles related with the promotion element ranged between ( 85.12% : 91.96% ) .
- There are statistically significant differences between the research sample opinions in all statements and in the direction of agreement .

The researchers attribute this finding to the presence of several obstacles of the promotion element and the most important ones are deficit of the investments volume whether local or foreign in the field of sport tourism , the weakness of sport tourism promotion competence at Egypt in general and not using different sites on WWW. to recognize the importance and concept of sport tourism inside Arab Republic of Egypt and the wrong belief that programs and activities of sport tourism are appropriate only for leisure activities and visits and not applicable in sport sector .

This is what "Eduardo Oliveira , Emese Panyik " study (2015) where it's findings indicated the presence of coordination between Face book , Twitter in terms of the published electronic links , sources , the same design and operating hashtag , posts are published by WEBLINK to be easily for the audience to publish data and exchange them and support

publications on it's page to motivate visiting destinations and promote it as a trend , there is a relationship between audience selection for Portugal as a tourism destination and presenting negative and positive audience opinions and their post for publications or data .

This is what "Anika Schweda study (2004) confirmed , where it's findings indicated that there is a role for channels in which the interactive television net provides in tourism marketing .

Table (3)

**The estimated score and the percentage of the sample opinions for the statements of ( third axis : obstacles related with the tourism installations) (n=112) .**

N	The statements	Response			The estimated score	The percent age	Value of chi square <sup>2</sup>
		Agree	Somewhat	Disagree			
1	Some facilities and advantages are not provided by the nation for the tourism installations when applying on activities of sport tourism .	72	30	10	286	85.12	53.64
2	There are no organized procedures that is depended upon by sport installations when they are used for advertisement marketing strategies .	31	71	10	245	72.92	51.45
3	Interested in the financial evaluation that may contribute in weakening the process of sport tourism demand year after year .	27	70	15	236	70.24	44.80
4	Weakness of providing concessions for tourism companies that are advertising promoted in the case of tourists recruitment for sport tourism at Egypt .	84	26	2	306	91.07	95.21
5	Not evaluating sport and recreational apparatus of tourism activities that lead to it's decaying after a while .	23	84	5	242	72.02	91.84

The tabulated (chi square) value at significance level (0.05) = 5.99

It is shown from table ( 3 ) the following :

- The percentage of the research sample opinions in the statements of third axis : "obstacles related with the tourism installations ranged between (70.24% : 91.07%) .
- There are statistically significant differences between the research sample opinions in the statements ( 9 , 12 ) and in the direction of agreement , and there are also statistically significant differences in the statements ( 10, 11 , 13) and in the direction of " somewhat " .

The researchers attribute this finding several obstacles that are confronted in tourism installations and the most important ones are weakness of providing concessions for tourism companies that are advertising promoted in the case of tourists recruitment for sport tourism at Egypt , and not provide some facilitates and advantages by the nation for tourism installations when they apply activities of sport tourism .

This is what Woratschek study (2002) confirmed , where it's findings indicated that the inhabitants in tourism areas are of the front factors that influence in the level of tourism services quality, whereas the presentations of sport services is one of the most important factors advanced much of



other services such as services of leisure time , services of taxi , transportations and internet access .

This is what "Daniels Margaret J." study (2007) confirmed , where its findings indicated that the smallest region witnessed unclear effect of journeys as most other tourism journeys that happened there , in spite of this , the location perception achieved twice effects resulting from this event .

### **Conclusions :**

- 1) Weakness of applying advertising marketing strategies to promote sport tourism at Arab Republic of Egypt .
- 2) There are several of human and recreational obstacles in which tourism installations confront at Arab Republic of Egypt .
- 3) Not using different sites on WWW.to recognize the importance and concept of sport tourism inside Arab republic of Egypt .

### **Recommendations :**

- 1) The necessity of variation in sport aspects inside different tourism installations to guarantee making good investment sport structure and exploit it in the process of advertising promotion .
- 2) Providing reductions for tourists when they visit Egypt in purpose of sport tourism to stimulate them to practice this type of tourism through highlighting in advertising strategies .
- 3) Availability of experience and profession in sport tourism field and the ability of using marketing promoted mechanisms .

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**The abstract :**

The research aims at recognizing obstacles of applying advertisement marketing strategies to promote sport tourism in Arab Republic of Egypt .

The researchers used the descriptive method (surveying studies) with it's steps and procedures for it's appropriateness to achieve the research goals . The research sample was (112) . They were selected from the research community according to the following Employees in public department for sport tourism at Ministry of youth and sport of (13) individuals . They were selected purposively . Employees in tourism installations at Arab Republic of Egypt in cities (Hurghada – Sharm El Sheik – El Ain EL Sokhana) , workers in the field of marketing and different fields of sport activities inside tourism installations of (81) individuals . They were selected randomly . Employees at advertisement companies in tourism field of (18) individuals . They were selected randomly .

The most important findings are Weakness of applying advertising marketing strategies to promote sport tourism at Arab Republic of Egypt .

**Keywords :**

- marketing
- advertisement
- sport touris