

Evaluating Sport Investment and Its Role in Promoting Sport Tourism Programs in Egypt

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Abstract

Investment in sports facilities aims to increase its capital in sports activities, allowing beneficial exchange between investors and various sports institutions where investor invests his money and sports institutions invest its physical and human capabilities necessary for sports activities (player, administrative, public). On this basis, interest is recently directed to the expansion of the sports investment base through youth and sports facilities as well as the increase of the economic return through the establishment, development and investment of youth, in addition to sports institutions all over the Arab Republic of Egypt, such as, stadiums - halls - swimming pools - open playgrounds - centers youth - Civic Education Centers - Fitness facilities – Athletic hotels - units of sports medicine.

This study aims to evaluate sports investment in sports facilities and its role in promoting sports tourism programs in Egypt. The study analyzed the secondary data related to sport and tourism investment (from the official

tourism and sports authorities) and primary data depending on questionnaire analysis. The questionnaires were distributed to expert specialists in the sport and tourism sectors in the official authorities. The questionnaires were analyzed using the social science (SPSS) analysis system.

The results of the research identified the obstacles that impede sports investment in Egypt and increase the volume of sports tourism, for example (Lack of clear and specific laws and regulations for sports investment). Moreover, the study reached some requirements needed to maximize the role of investment in sports facilities to promote sports tourism programs in Egypt, for example (Providing training and quality qualification to the human component working in sport sector). The research concluded that the country should develop a comprehensive strategy for sports tourism programs.

Keywords: investment, sport investment, sport tourism, sport facilities.

1. Introduction

Investment plays a vital role and has priority in economic, banking, management studies, and finance, as well as in other domains that are concerned with the structural growth of industrialized countries. Egyptian sports strive to create a profit margin that may be used as a governmental financial resource, similar to European countries where sports investment accounts for almost 20% of total investment annually (Farouk, 2016). Attia (2013) mentioned that in Egypt, there are about 26 Olympic federations, 22 non-Olympic federations, 8 generic federations (totaling 56 federations), 755 sports clubs, 2793 sports establishments, in addition to the Egyptian Olympic Committee, the national teams training center, the Cairo Stadium, and sports medical centers. These sports establishments and institutions receive funding from the Ministry of Youth and Sports and the National Fund.

In the sports field, developed societies have been interested to create an investment climate in order to encourage investors to invest in sports by considering it as one of the most profitable investment channels not only for individuals but also for countries to achieve their goals. These goals include increasing output; satisfying individual preferences and needs; strengthening the national economy's ability to address difficulties; and creating new job possibilities, all of which contribute to boosting the quality of life (Joseph, 2010).

On this basis, recent trends have focused on expanding the sports investment through youth and sports facilities, as well as increasing economic returns through the establishment, development, and investment of youth and sports institutions throughout the Arab Republic of Egypt, such as stadiums, halls, swimming pools, open playgrounds, youth centers, civic education centers, fitness facilities, athletic hotels, and sports medicine units (Attia, 2013).

Because sports tourism is an important source of money for many nations, France was able to generate an estimated 1.22 billion euros in economic revenue from hosting the 2016 FIFA World Cup, which cost just 200 million euros, allowing the country to achieve a significant economic recovery (UNWTO, 2016). Furthermore, the global sports market has exceeded the national income of 130 countries; the Chinese sports industry reached 1.9 trillion Yuan, equivalent to 294.1 billion dollars in 2016, and the American sports industry reached \$73.5 billion in 2019. This makes the sports economy an important engine of the national economy in many countries (UNWTO, 2016).

Thus, sport is considered an effective tool to enhance tourism revenues and achieve development. While sports investment reached a peak globally, Egypt is still trying to activate the investment process within the sports field. Many experts believe that increasing the allocations of spending on sports and youth activities is the most important mean in supporting sports system (El-taweel & Al-hadedy, 2007).

The previous studies did not address the topic of evaluating the investment in youth and sports establishments and their role in activating and supporting sports tourism programs. Moreover, the study will illustrate the role of human component in sports tourism investment. Therefore, this study will focus on identifying the strengths, weaknesses, and exploitation of opportunities and overcome challenges facing the investment process to increase the economic return of sports and youth activities as a result of increased sports tourism flow, leading to improved balance of payments.

The research problem could be summarized in assessing the current situation of sports investment in the sports sector and identifying the most important obstacles that hinder sports investment in Egypt, furthermore, determining the requirements needed to increase the volume of sports investment and identifying

the role of sports investment in supporting sports tourism programs in Egypt.

The study aims to evaluate sport investment in sport facilities and its role in promoting to sport tourism programs in Egypt. **Therefore, the objectives of the study are to:**

- Determine investment obstacles in youth and sports establishments in Egypt.
- Clarify the actual reality of sports facilities potential.
- Illuminate the necessary requirements to maximize the role of investment in sports facilities to promote sports tourism programs in Egypt
- Support cooperation between the Ministry of Youth and Sports and the Ministry of Tourism to plan and implement sports tourism activities and programs, and promote these programs globally.
- Determining the role and efficiency of the human component working in the sports sector.
- Determining the most important elements of sports tourism in Egypt

The research is based on ensuring the truth of the following hypotheses which are mentioned below:

1. There is a statistically significant relationship between the human component in sports investment process and promoting sports tourism programs in Egypt.
2. Promotion sport tourism and international and continental sports championships in Egypt increase the economic return from those activities.

2. Literature Review

2.1 Tourism investment

Investment is the expenditure of capital and financial assets by private, public, or government entities in order to achieve benefits in the future. Tourist investments are directed specifically for the tourism sector, and they underpin and promote tourism growth. Tourism firms and destinations both benefit

from tourism investments. Investing in tourist enterprises strengthens their future productive vitality. On the other hand, tourist investments in tourist locations will support the total ability to meet tourism demand. Tourist investments, in general, offer the necessary capital to build tourism initiatives. It has also an impact on tourism infrastructure, destinations, and services, attracting more visitors which in turns leads to growth (Dwyer et al. 2010).

To enhance the investment climate, the investor must understand its strengths and shortcomings, which are based on two pillars: guarantees and incentives, and tourism stability. It also includes a system of laws and regulations governing investment, whether local or foreign (Doswell, 1997). The United Nations Trade and Development Conference "UNCTAD" reported on June 23, 2015, that FDI flow to Egypt increased by 14 percent in 2014 to \$4.8 billion, while global FDI fell by 16 percent to \$1.23 trillion. The report attributed the global downturn to the fragility of the global economy (UNCTAD, 2015).

Tourism investments are investments in land, capital, and machinery (such as a cruise ship) as well as public sector infrastructure enhancements, according to Dwyer et al., (2010). This suggests that the initiatives should be focused on both private and public sector investments in physical infrastructure.

Tourism investment in Egypt contributes significantly to the creation of international hotels and tourist resorts, international tourist agencies, and new job prospects for residents with experience and expertise in the tourism industry (Abdel-Samei'a, 2002). Due to the nature of tourism activity and its sensitivity, the tourism climate is one of the most important factors affecting domestic and international demand, which, in turn, affects the tourism investment volume (Wagdi, 2009).

2.2 Sport tourism

Sport and tourism have a long history, dating back to ancient times when people competed to see who was the strongest, quickest runner, and who could leap or throw the furthest or jump the highest (Saayman, 2012).

According to the Journal of Global Tourism Research (2020), there are several reasons why people travel, and one of the most common is to engage in or watch sports. According to a survey published by the United Nations World Tourism Organization, the global sports tourism business was worth \$800 billion in 2016, accounting for around 10% of the whole tourism industry. Furthermore, according to the Journal of Worldwide Tourism Research (2020), the global sports tourism business is significantly larger at \$1.41 trillion dollars, and the market is predicted to increase at a compound annual growth rate of around 36% from 2019 to 2023. In 2019, sport-related travel spending in the United States (US) was \$45.1 billion, with indirect and induced spending totaling \$103.3 billion. Furthermore, the sports tourism business in the United States supported about 740,000 jobs and contributed \$14.6 billion in tax revenue.

2.2.1 Sport tourism in Egypt:

Egypt can be a good destination and an arena for sports tourism; it has a lot of ingredients that, with investment, can be exploited to become one of the most destinations with several tourist attractions. The estimated size of the tourism demand, according to data from the European Union for Egypt, is about 70,000 tourists, which represents less than 1% of the

total demand for tourism to Egypt, necessitating the need for promotion and

Table (1) number of youth Projects offered for investment in Egypt

Type of project	Number
Playgrounds	10
swimming pool	51
Banquet halls	40
Shops	74
Gyms	20
Cafeteria and buffet	46
Other	41
Total	332

Source: Central Administration for Minister's Office Affairs, ministry of youth and sports, 2021

Central administration for Sports Investment (2021) supported the sports clubs all over the country. They invested in some projects in

development (Sisi, 2001, p 41). Egypt has focused on tourism sports as the most important type of tourism, as represented by the Ministry of Tourism and some stakeholders. They have accorded to make more effort and attention to provide the necessary facilities to practice different kinds of sports, especially because Egypt enjoys a mild climate suitable for practicing all kinds of sports throughout the year.

Many tourist attractions in Egypt have witnessed many sporting championships such as the Egypt International Marathon in Luxor; the 7th International Red Sea Fishing Competition in Hurghada; the International Squash Championship in Hurghada; and the Egypt International Cycling Race in South Sinai, as well as the Safaga International Championship for Sailing Boards according to the Information General Association (2021), Egypt has many attractions for sports tourism represented in the following:

- The picturesque beaches on the Mediterranean Sea and Red sea.
- Golf clubs, equestrian clubs, water sports clubs, diving, fishing and canoeing.

Many youth facilities have been suggested for investment utilizing the POT system by the Ministry of Youth and Sports. The following are examples of projects that have been proposed for funding under the POT system:

sports clubs in the different governorates in Egypt during the previous three years, as indicated in the table below:

Table (2): Investment offering projects in sports clubs

governorate	Number of invested projects	construction value	total return	First year usufruct
Alex	6	203232975	2024724721	50880000
Port said	1	50000000	541735297	5000000
Giza	4	91400000	380956193	23835942
Aswan	6	44080000	114311579	3048000
Cairo	9	38100000	91985780	3864000
Alsharkia	5	18140170	86762754	2360400
Kafr-elsheikh	14	17700000	72551490	72551490
Qina	1	40000000	61793773	426000
Minia	4	36500000	41474945	344400
Dakahlia	6	13044660	37945901	1653996
Qalyubia	6	13384035	27000651	894000
Menoufia	5	11500000	25741799	545887
Bani suief	4	7144040	16634686	16634686
Suhag	2	1932000	11057408	672000
Ismailia	6	10000000	11018461	75000
Total	74	596157880	3545695438	183385801

Source: Central Administration for Sports Investment, ministry of youth and sports, 2021

3. Research methodology

To achieve the aim of the study, the study used the descriptive statistics methodology; the study analyzed the secondary data related to sport and tourism investment (from the official tourism and sport authorities) and primary data depending on questionnaires' analysis. Quantitative approach was used to assess the opinions of the key officials at sport and tourism authorities in Egypt. A questionnaire was developed and directed to:

- 1- The key officials at Egyptian Ministry of youth and sports.
- 2- The Egyptian MOT (economic section)
- 3- Egyptian Tourism Promotion Authority. (ETPA)
- 4- Egyptian Tourism Federation (ETF)
- 5- Number of directors of sport and tourism authorities.

The questionnaires were directed and distributed on expert specialists and administrators in sport and tourism sector in the official authorities from 5 March to 30 March 2022. The questionnaire was distributed by online on google drive. This questionnaire had been answered by 162 participants. These questionnaire forms were available online from (from 5 Mar to 30 Mar 2022). The statistical

package for social sciences (SPSS) was used to statistically process data by the researchers. The following statistical approaches were used in the treatment:

1. Frequencies, percentages, means, and standard deviation (SD): To define the characteristics variable study sample.
2. Cronbach's alpha analysis: To determine the questionnaire's stability coefficients, as well as the coefficient of stability for each axis of the study axes.
3. Pearson correlation.

3.1 Data Validity and Reliability

To validate the data collection instrument used in this study in terms of its readability, format, and ability to measure the study's constructs; the researchers distributed the questionnaire instrument to expert specialists in sport and tourism sector in the official authorities; those who have specializations and expertise in the field of this study. The questionnaire instrument was then updated and refined to reflect the comments and suggestions received by the domain experts. Moreover, the experts showed interest and interacted with the researchers concerning the questionnaire instrument which adds to its validity.

Before proceeding with further analysis, the reliability testing was used in order to ensure consistent measurement across various items in the questionnaire. Indeed, the reliability of a measure indicates stability and consistency of the instrument. Cronbach's Alpha is one of the most frequently applied metrics to measure a scale's reliability, in which its index ranges

from 0.0 to 1.0. Researchers should target a value closer to 1.0, as Alpha value proves that the instrument of the study is strong and consistent. However, it's important to note that in social sciences the threshold value of 0.7 is considered acceptable (Ragab & Hassan, 2011).

Table (3) Cronbach's Alpha value

Variables	No. of items	Cronbach's Alpha Value	Validity Coefficient *
The components of sports tourism investment.	10	0.879	0.938
Requirements to maximize the role of investment in sports facilities to promote sports tourism programs in Egypt.	5	0.887	0.942
The role of the human resources in sports tourism investment in Egypt.	8	0.774	0.880
The actual reality of the potential of sports facilities.	9	0.893	0.945
The impact of sports tourism on sports investment in Egypt.	6	0.842	0.918
Obstacles to investing in youth and sports facilities in Egypt.	7	0.899	0.948
Total	45	0.934	0.966

* Validity coefficient = $\sqrt{\text{Reliability coefficient}}$

1- In order to measure the internal consistency and reliability of the study's constructs. Cronbach's alpha (α) measure was used. The scales' reliabilities were measured and the Cronbach's Alpha of all scales in Table (3) ranged from 0.774 to 0.899, and for total questionnaire items was (0.934), this indicate an acceptable Cronbach's Alpha value for each field, whenever Cronbach's Alpha value is acceptable if it's more than (0.7) (Ragab & Hassan, 2011).

3.2 Research Findings

The following part explains the results concerning the six dimensions representing Evaluating investment in sport facilities and its role in promoting sport tourism programs in Egypt.

Section 1: Demographic characteristics of respondents

Figure (1) shows the discussion of the research findings begins with a brief demographic

profile of respondents in terms of gender. 62.3% of the respondents were male whereas 37.70% of them were female.

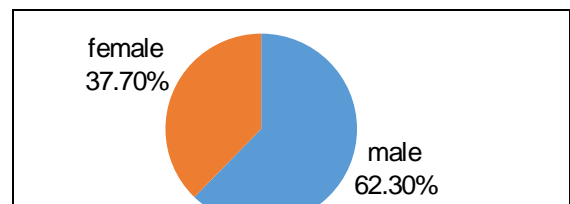


Figure 1: gender

Figure (2) shows the percentage of age group. Most of the respondents 75.30% were aged between 20 and 35 years, whereas 15.40% of them were aged between 35 and 45 years, 6.20% of respondents were aged between 35 and 45 years and 3.10% of respondents were aged more than 55 years.

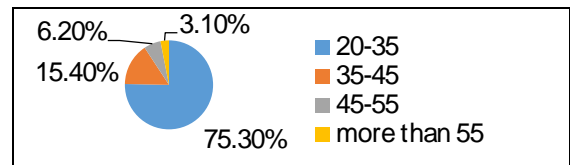


Figure 2: age group

Figure (3) illustrates the percentage of regarding the education level, 67% of the respondents were studying for Bachelor' degrees, whereas 17%

Of them were master degree and 16% of them were PhD degree.

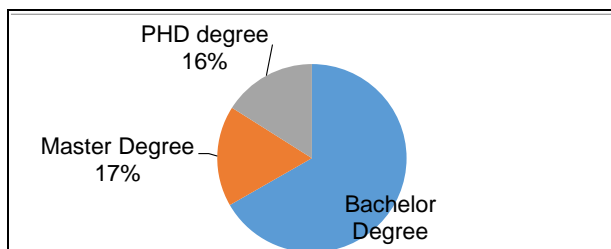


Figure 3: Qualification level

– 10years, as well as 25.30 of the respondents were between 11 – 15 years, and 27.20% were more than 15 years in current position.

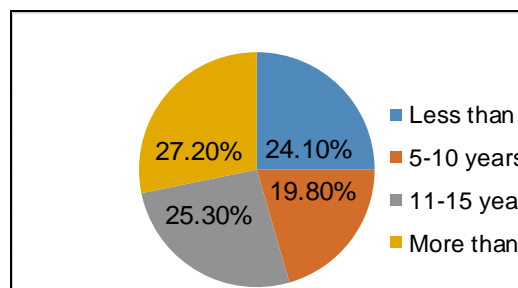


Figure 4: Years in current position

Figure (4) presents the percentage of years in current position for respondents, there were 27.20 % of the respondents less than 5 years, whereas 19.80% of respondents were between 5

Section 2: The components of sports tourism investment.

Table (4): the components of sports tourism investment in Egypt

Variables	SD	D	N	A	SA	Mean	Std Division	Rank
The country works to exploit the natural and geographical components of sports tourism.	3.7	9.9	21	46.9	18.5	3.67	1.009	7
There is a network of paved transport routes, airports, utilities and appropriate transportation to help tourists at home and abroad reach tourist sites in Egypt	1.2	6.8	17.9	51.9	22.8	3.87	.879	2
Hotels, amenities, accommodation and shopping services are located near sports tourism attractions.	0.6	11.7	21.6	48.1	17.9	3.71	.917	6
Exploit the tourism facilities of different sports to attract and benefit from these sports.	3.1	13.6	30.2	36.4	16.7	3.50	1.023	8
Organizing and holding tournaments for some different sports in more than one geographical location to benefit from tourist facilities	1.2	8.6	13.6	54.9	21.6	3.87	.893	3
The country promotes domestic and foreign investment in tourism establishments	0	13	18.5	50.6	17.9	3.73	.904	4
Egypt's sports infrastructure is able to attract international sports leagues	1.9	22.8	24.7	33.3	17.3	3.41	1.079	9
Egypt has a professional system to promote sports tourism programs and sports institutions in Egypt	4.9	24.1	27.2	34	9.9	3.20	1.068	10
Egypt has the qualified human component to run the sports and tourism operation in Egypt	1.9	13.6	17.3	45.7	21.6	3.72	1.012	5
Environmental, economic and security factors attract sports tourism investment	0	6.8	16	53.7	23.5	3.94	.817	1
Total Mean						3.66		

The detailed examination of the results presented in Table (4) reveals the respondents' responses about the components of sport tourism investment in Egypt. The average score resulted with a mean of 3.66. This indicates that majority of the cases tend to

mark on the middle of the scale on a 1 to 5 range. However, most of the items resulted with a slightly higher mean than 3 indicating the agreeableness of the respondents on those items, as imperative for sports tourism investment in Egypt. The highest mean values

for tangibility services emerged for the item “Environmental, economic and security factors attract sports tourism investment” (mean = 3.94), followed by “There is a network of paved transport routes, airports, utilities and appropriate transportation to help tourists at home and abroad reach tourist sites in Egypt” (mean = 3.87), whereas, the lowest mean value for this construct is for “Egypt has a professional system to promote sports tourism

programs and sports institutions in Egypt” (mean = 3.20). Followed by “Egypt’s sports infrastructure is able to attract international sports leagues” (mean = 3.41), resulted with a less varied standard deviation as, 1.068 and 1.079, respectively. These items are from the dimension “sports tourism investment”, consequently, indicating that for respondents it seemed to be important with regard to sports tourism investment in Egypt.

Section 3: Requirements to maximize the role of investment in sports facilities to promote sports tourism programs in Egypt.

Table (5): Requirements to maximize the role of investment in sports facilities to promote sports tourism programs in Egypt

Variables	SD	D	N	A	SA	Mean	Std Division	Rank
Professional marketing strategy to promote sports tourism programs	1.9	4.9	13.6	54.9	24.7	3.96	.866	5
Providing training and quality qualification to the human component based on the management of the sports process and selecting the best elements	0.6	6.2	11.7	48.8	32.7	4.07	.864	1
Guiding the country's efforts to establish a group of world-class stadiums and gyms to host various international tournaments	0.6	5.6	16	42	35.8	4.07	.893	2
Amend the Sports Law on Sports Investment to include a sports funding mechanism similar to successful countries in the field of sports investment	0.6	8	13.6	47.5	30.8	3.99	.905	3
Provide an investor incentive package in terms of reducing the price of land and the ease of allocation, reducing procedures and activating the one-net project	1.9	5.6	14.2	50.6	27.8	3.97	.902	4
Total Mean						4.01		

Table (5) shows the means and standard deviations of requirements to maximize the role of investment in sports facilities to promote sports tourism programs in Egypt, where the means ranged between (3.69- 4.07) compared with the total instrument mean for the domain (4.01). This indicates most of the items resulted with a slightly higher mean than 4 indicating the agreeableness of the respondents on those items, as imperative for requirements to maximize the role of investment in sports facilities to promote sports tourism programs in Egypt. The item

“Providing training and quality qualification to the human component based on the management of the sports process and selecting the best elements” ranked first with a mean and standard deviation (mean=4.07, standard deviation = 0.864) compared with the total instrument mean and the standard deviation. The item “Professional marketing strategy to promote sports tourism programs” ranked last reached a mean (3.96) and the standard deviation was (0.866) compared with the mean and standard deviation of the total instrument.

Section 3: The role of the human component in sports tourism investment in Egypt

Table (6): The role of the human component in sports tourism investment in Egypt

Variables	SD	D	N	A	SA	Mean	Std Division	Rank
There are specialized personnel within sports federations and tourism institutions in the field of sports marketing and sports tourism.	8	28.4	21.6	29.6	12.3	3.10	1.181	7
The country is working to develop programmers and courses and send scientific missions to developed countries in sports tourism to qualify individuals so that they can work in the sports field in Egypt.	5.6	25.3	23.5	34	11.7	3.21	1.117	6
There are departments within the faculties of sports education, tourism and hotels to prepare human cadres specializing in sports tourism.	6.2	21	24.1	37	11.7	3.27	1.109	5
Investing in humanity is one of the most important pillars of sports and tourism investment	0.6	7.4	9.9	48.8	33.3	4.07	.886	2
Sports investment helps develop and showcase sports talent for the public	1.9	4.9	8	49.4	35.8	4.12	.890	1
The struggles of club boards and youth centers negatively affect the low volume of sports investment	1.9	9.3	8.6	46.3	34	4.01	.984	3
There is a prevailing thinking among the governing bodies of clubs and youth centers that the investor comes to control the club's rights and benefit	4.9	6.8	20.4	42.6	25.3	3.77	1.061	4
Allowing foreign investors to run for club boards will increase investments in sports clubs	18.5	18.5	17.3	35.8	9.9	3.00	1.300	8
Total Mean						3.57		

The detailed examination of the results presented in Table (6) reveals the respondents' responses about the role of the human component in sports tourism investment in Egypt. The average score resulted with a mean of 3.57. This indicates that most of the items resulted with a slightly higher mean than 3 indicating the agreeableness of the respondents on those items, as imperative for the role of the human component in sports tourism investment in Egypt. The highest mean values for the role of the human component in sports tourism investment in Egypt emerged for the item "Sports investment helps develop and showcase sports talent for the public" (mean = 4.12), followed by "Investing in humanity is one of the most important pillars of sports and tourism

investment" (mean = 4.07), whereas, the lowest mean value for this construct is for "Allowing foreign investors to run for club boards will increase investments in sports clubs" (mean = 3.00). Followed by "There are specialized personnel within sports federations and tourism institutions in the field of sports marketing and sports tourism." (mean = 3.10), resulted with a less varied standard deviation as, 1.300 and 1.181, respectively. These items are from the dimension "the role of the human component in sports tourism investment in Egypt.", consequently, indicating that for respondents it seemed to be important with regard to the role of the human component in sports tourism investment in Egypt.

Section 4: Current situation of Sports Facilities' Potential

Table (7): The current situation of Sports Facilities Potential

Variables	SD	D	N	A	SA	Mean	Std Division	Rank
The potential of sports establishments in Nandi sports is invested in scientific style.	11.1	27.8	30.9	25.9	4.3	2.85	1.067	8
Sports clubs develop fixed-term plans to invest the potential of sports establishments	6.8	24.1	31.5	31.5	6.2	3.06	1.038	5
The potential of sports establishments in Andean sports is commensurate with the requirements of the sports investment market	4.9	37	24.1	26.5	7.4	2.94	1.065	7
Sports clubs are part of their financial resources to develop their sports facilities.	3.1	22.2	23.5	37.7	13.6	3.36	1.068	2
There is a database of all available sports facilities	8	18.5	34	29	10.5	3.15	1.095	
There are legal stadiums and gyms to allow sports activities.	3.1	13.6	27.2	44.4	11.7	3.48	.973	1
There is a database of all the human potential available within the sports facilities of Andy Sports	8.6	22.2	29	31.5	8.6	3.09	1.108	4
There is a department specializing in the investment and marketing of sports facilities in Andy Sports	5.6	27.2	27.2	30.9	9.3	3.11	1.081	3
Financial support for sports establishments is limited to government support	6.8	25.9	29.6	29.6	8	3.06	1.073	6
Total Mean						3.12		

Table (7) shows the means and standard deviations of the Actual Reality of Sports Facilities Potential, where the means ranged between (3.48- 2.85) compared with the total instrument mean for the domain (3.12). This indicates most of the items resulted with a slightly higher mean than 3 indicating the agreeableness of the respondents on those items, as imperative for the Actual Reality of Sports Facilities Potential. The item "There are legal stadiums and gyms to allow sports

activities." ranked first with a mean and standard deviation (mean=3.48, standard deviation = 0.973) compared with the total instrument mean and the standard deviation. The item "The potential of sports establishments in Nandi sports is invested in scientific style." ranked last reached a mean (2.85) and the standard deviation was (1.067) compared with the mean and standard deviation of the total instrument.

Section 5: Component of Sport tourism in Egypt?

Table (8): component of sport tourism in Egypt

Variables	SD	D	N	A	SA	Mean	Std Division	Rank
There is a comprehensive strategy for sports tourism investment in Egypt.	7.4	34.6	31.5	23.5	3.1	2.80	.983	6
Sports tourism programs are developed in cooperation between the Ministries of Tourism, Antiquities, Youth and Sports of Egypt in accordance with the wishes of tourists	3.7	26.5	31.5	30.9	7.4	3.12	1.005	5
There is interest in hosting local and international sports events to invest in supporting and revitalizing sports tourism in Egypt.	3.7	8.6	16.7	52.5	18.5	3.73	.983	2
The Ministries of Tourism, Antiquities, Youth and Sports are interested in communicating with international sports federations and inviting them to hold their own conferences, seminars and sports tournaments in Egypt	4.3	13.6	24.1	45.1	13	3.49	1.023	3
The media are interested in the activities and programs of sports tourism in Egypt.	3.1	11.7	30.9	45.7	8.6	3.45	.919	4
Organizing international sports competitions and tournaments increases the size of sports tourism in Egypt	2.5	2.5	14.8	53.1	27.2	4.00	.863	1
Total Mean						3.43		

The detailed examination of the results presented in Table (8) reveals the respondents' responses about sport tourism in Egypt. The average score resulted with a mean of 3.43. This indicates that most of the items resulted with a slightly higher mean than 3 indicating the agreeableness of the respondents on those items, as imperative for impact of sports tourism on sports investment in Egypt. The highest mean values for impact of sports tourism on sports investment in Egypt emerged for the item "Organizing international sports competitions and tournaments increases the size of sports tourism in Egypt" (mean = 4.00), followed by "There is interest in hosting local and international sports events to invest in supporting and revitalizing sports tourism in

Egypt." (mean = 3.73), whereas, the lowest mean value for this construct is for "There is a comprehensive strategy for sports tourism programs in Egypt" (mean = 2.80) followed by "Sports tourism programs are developed in cooperation between the Ministries of Tourism, Antiquities, Youth and Sports of Egypt in accordance with the wishes of tourists" (mean = 3.12), resulted with a less varied standard deviation as, 0.983 and 1.005, respectively. These items are from the dimension "impact of sports tourism on sports investment in Egypt", consequently, indicating that for respondents it seemed to be important with regard to impact of sports tourism on sports investment in Egypt.

Section 6: Obstacles to investment in youth and sports establishments in Egypt

Table (9): Obstacles to investment in youth and sports establishments in Egypt

Variables	SD	D	N	A	SA	Mean	Std Division	Rank
Decentralization and bureaucracy in the sports sector	5.6	5.6	24.7	42	22.2	3.70	1.052	5
Weak legislation and laws on sports investment	4.3	5.6	21.6	49.4	19.1	3.73	.977	3
Lack of a detailed database of the sports sector so that it can be activated and transformed into economically productive entities	3.7	9.3	19.1	48.1	19.8	3.71	1.007	4
Difficulty in allocating land and rising land prices for the investor	2.5	11.1	24.1	43.2	19.1	3.65	.993	7
Decrease in the Egyptian pound's exchange rate against the dollar	6.2	9.3	19.8	42	22.8	3.66	1.115	6
Many laws and amendments relating to licenses, tenders, auctions and taxes	3.1	6.2	18.5	45.1	27.2	3.87	.985	1
The lack of clarity in the new Sports Act regarding sports investment and its non-inclusion of a sports funding mechanism similar to that in successful countries to reduce government spending on clubs	4.9	3.7	21.6	51.9	17.9	3.74	.962	2
Total Mean						3.72		

Table (9) shows the means and standard deviations of obstacles to investment in youth and sports establishments in Egypt, where the means ranged between (3.87- 3.65) compared with the total instrument mean for the domain (3.72). This indicates most of the items resulted with a slightly higher mean than 3 indicating the agreeableness of the respondents on those items, as imperative for the obstacles to investment in youth and sports establishments in Egypt. The item "Many laws

and amendments relating to licenses, tenders, auctions and taxes" ranked first with a mean and standard deviation (mean=3.87, standard deviation = 0.985) compared with the total instrument mean and the standard deviation. The item "Difficulty in allocating land and rising land prices for the investor" ranked last reached a mean (3.65) and the standard deviation was (0.993) compared with the mean and standard deviation of the total instrument.

Table (10): Correlation between the current situation of Sports Facilities Potential and Sports Tourism Investment in Egypt

The Actual Reality of Sports Facilities Potential		
Sports Tourism Investment in Egypt	Pearson Correlation	.519**
	Sig. (2-tailed).	.000

Table (10) points out that Person Correlation are (0.519) which means that there is significant positive between “the Actual Reality of Sports Facilities Potential” and “components of sport tourism investment in Egypt”.

Table (11): The correlation between Sports tourism in Egypt and components of Sports tourism investment in Egypt

Impact of sports tourism on sports investment in Egypt		
Sports Tourism Investment in Egypt	Pearson Correlation	.497**
	Sig. (2-tailed).	.000

Table (11) points out that Person Correlation are (0.497) which means that there is significant positive between “Sports tourism in Egypt” and “components of Sports tourism investment in Egypt”.

Table (12): The correlation between the role of the human component in sports tourism investment in Egypt and the requirements needed to maximize the role of investment in sports facilities to promote sports tourism programs in Egypt.

The role of the human component in sports tourism investment in Egypt		
Requirements to maximize the role of investment in sports facilities to promote sports tourism programs in Egypt	Pearson Correlation	.610**
	Sig. (2-tailed).	.000

Table (12) points out that Person Correlation are (0.610) which means that there is significant positive between “the role of the human component in sports tourism investment in Egypt” and “requirements to maximize the role of investment in sports facilities to promote sports tourism programs in Egypt”.

Table (13): The correlation between Sport tourism in Egypt and the role of the human component in sports tourism investment in Egypt

Impact of sports tourism on sports investment in Egypt		
The role of the human component in sports tourism investment in Egypt	Pearson Correlation	.593**
	Sig. (2-tailed).	.000

Table (13) points out that Person Correlation is (0.593) which means that there is significant positive between “Sport tourism in Egypt” and “The role of the human component in sports tourism investment in Egypt”.

Table (14): Correlation between Sport tourism in Egypt and the role of the Actual Reality of Sports Facilities Potential

Impact of sports tourism on sports investment		
The Actual Reality of Sports Facilities Potential	Pearson Correlation	.646**
	Sig. (2-tailed).	.000

Table (14) illustrated that Person Correlation is (0.646) which means that there is significant positive between “Sport tourism in Egypt” and “The Actual Reality of Sports Facilities Potential”.

4. Summary and Conclusion

According to data analysis Most of the respondents supported the existence of many elements of sports tourism investment in Egypt. Furthermore, the results of mean and std division analysis shows that most of respondents specified a number of requirements to maximize the role of investment in sports facilities to promote sports tourism programs in Egypt, most notable of these requirements is amend the Sports Law on Sports Investment to include a sports funding mechanism similar to successful countries in the field of sports investment, in addition to provide an investor incentive package in terms of reducing the price of land and the ease of allocation, reducing procedures and activating the one-net project. On other word, Jamal (2012) mentioned in his study of investment management in public and private sport clubs that sports investment laws and regulations do not provide a favorable investment climate to attract capitals to invest in sports in clubs. Therefore, the results of mean and std division analysis shows that most of respondents

determined the investment obstacles in youth and sports establishments in Egypt, from the most important obstacles clarifying by the respondents are Decentralization and bureaucracy in the sports sector and Weak legislation and laws on sports investment. On other word, Radwan (2020) also mentioned that one of the most important obstacles impeding sports investment is the lack of clear and comprehensive legislation for investment in the sports field, in addition to the lack of regulations regulating sports activity in Egypt.

On other word, the study reached that attracting sport investments in Egypt will help in organizing international sports competitions and tournaments, thus increasing the size of sports tourism in Egypt.

Table (15): The study concluded SWOT analysis for tourism investment in Egypt

Weaknesses	strengths
<ul style="list-style-type: none"> - Lack of a detailed database of the sports sector so that it can be activated and transformed into economically productive entities - Difficulty in allocating land and rising land prices for the investor - Decrease in the Egyptian pound's exchange rate against the dollar. - Lack of clear and specific laws and regulations for sports investment 	<ul style="list-style-type: none"> - Availability of administrative cadres in various sports fields - The distinctive geographical location of the Arab Republic of Egypt - a large number of sports clubs. - The distinctive geographical location of the Arab Republic of Egypt.
Threats	opportunities
<ul style="list-style-type: none"> - Decentralization and bureaucracy in the sports sector - Lack of a detailed database of the sports sector so that it can be activated and transformed into economically productive entities - Global economic crises. 	<ul style="list-style-type: none"> - Organizing international sports champions and tournaments increases the size of sports tourism in Egypt - Environmental, economic and security factors attract sports tourism investment

5. Recommendations

The study proposes a number of recommendations that can improve the sports tourism investment climate and increase the volume of sports tourism in Egypt. These recommendations were presented by the study based on the results and discussions that were discussed in the study.

- The ministry of tourism should be developing a comprehensive strategy for sports tourism programs.
- The ministry of tourism and ministry of youth and sports should be interested in hosting local and international sports

events to invest in supporting and revitalizing sports tourism.

- The ministry of youth and sports should be amending the sports law on sports investment to include a sports funding mechanism similar to successful countries in the field of sports investment to include activation the one-stop service, reduce procedures and providing a package of incentives to encourage investors to invest.
- The ministry of youth and sports should be Eliminate decentralization and bureaucracy in the sports sector.
- The country should be guiding the country's efforts to establish a group of world-class stadiums and gyms to host various international tournaments.

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