



## Effectiveness of a proposed strategy to attract capital for investment in private commercial promotion

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### Introduction to research :

excellence in performance in some aspects of life in general and in physical education and sports in particular.

During the last two years of the twentieth century, a number of Arab countries took measures to convert the private sector as part of reform policies, including liberalizing the economy, encouraging the private sector, reducing the burdens of the state, and managing its economic projects, and in this context, privatization emerged as one of the new means that gave a positive impetus to production and provided the opportunity to activate market mechanisms and apply means that guarantee the private sector superiority and stability, and thus privatization has become one of the most tools of economic policy in countries of the world, although it differs in Degrees of application from one country to another.

The world is currently witnessing significant and profound changes in economic and development systems and policies, including the associated transition of many of what was performed by government organizations or public projects to a greater reliance on modern and advanced systems and ideas, as the government in its new modern concept plays a collective role for the energies of all members of society, and in its modern concept it also creates a competitive environment that allows the creativity of individuals and institutions.

The tremendous boom in scientific and technological development that took place before the end of the twentieth century and at first -the beginning of the twenty century has shown the extent of scientific and technological progress and the accompanying changes or challenges, which have led to chall



sufficiency in financial resources -self and even productive for other sources, including The players and the technical and administrative staff benefit and enhance the chances of y and strengthening, continuit .progress

### **The problem and importance of :research**

The commercial recreation in the state of social, cultural and sports institutions targeting the youth sector, as it contributes to achieving the comprehensive development of vision of society, through the pro various programs and activities that contribute to occupying leisure time and developing and developing the skills of young people, and the General Presidency of Youth Welfare has paid great attention to the establishment of headquarters and lities for many commercial faci recreation as it provides financial aid annually to clubs based on their various activities, and in view of the significant expansion in the activities of commercial recreation and the forced increase of affiliates and commercial recreation, In members of addition to the presence of a professional system in some sports, it increased the need to increase expenses and financial burdens on sports commercial recreation, which prompted sports officials to urge

One of the most important factors that govern the planning strategy for physical education and sports is the demands and orientations of society uilding an integrated citizen and b physically, psychologically and socially, and the strategic general planning is focused on the orientations and aspirations of society, and what physical education and sports can provide in order for the in building his citizen to participate .society effectively

The results of some research found that young people are reluctant to practice sports activities due to the lack of financial allocations allocated for sports activities and the lack of .sports capabilities

Therefore ,we must work to provide sources of financing for commercial recreation because they are consumer clubs, because they deplete financial resources that constitute a financial burden on the state's general budget due to the large tion and number of commercial recrea its spread in all governorates, as well as the large number of sports practiced in it, so it is necessary to enter commercial recreation, especially with large commercial recreation in the world of sports investment, in line with what untries produce in developed co making commercial recreation have

to the freedom to choose with regard .By consumption and investment Sports is a commercial process in many countries of the world, so sports investment is one of the most important investments currently .available

Organizations that are interested in sports activities all need sources in the two main s administrative process: human .resources and material resources

And sports institutions, like any institution within the community, in terms of structure and construction, the sports institution is no different n be from other institutions, it ca studied and classified at more than one level and in many ways, according to the nature of activities and the volume of work carried out by .the institution

Enterprises and institutions that do not take strategic thinking into rong human and account, despite the st material resources of these enterprises, lose the way to the absence of a correct vision for the .movement of the future

Therefore, neglecting sports investment and not paying attention to it and not developing clear strategies goals for it leads to and specific depriving sports activities and

search for commercial recreation to sources of increasing the club's .financial imports

Physical and sports activities in general affect the economic system to varying degrees, and this impact depends on several factors, the most important of which is the nature of the social and economic model prevailing in the country, which ranges from the socialist model on the far left to the capitalist model on the far right, directed production in the -where state called free -first model and the so market mechanisms in the second there is a lot that sport and model, and physical activity can offer to the manual labor -economy, such as report and the formation of Positive trends towards him, the elements of production as the first components of the economy require the availability manpower that is estimated of trained to play a role in advancing production, and scientists believe that the economic systems related to the free market economy are the closest systems that are in line with the modern management style, as this ected by economic system is aff individual ownership of factors of production (labor, land, capital) and that income depends on the sale of services or factors of production and profits of the project and that individuals within this system have

financial sources that contribute In the stable management of the club, there have been some attempts to invest, whether through advertising, investment, activities or player .contracts

landpoint, the From this s researcher believes that there is an importance that requires a study that reveals the current situation of investment in sports commercial recreation, and the most important obstacles to the investment process, ctivities and knowledge of the areas, a and opportunities available to attract capital to invest in commercial .recreation

• :٣/١ **The Research Purposes**

**The research aims to :identify**

١.٣.١ The current status of investment in commercial recreation

١.٣.٢ Develop a proposed strategy to attract capital for investment in commercial recreation

:٤/١ **The Research Questions**

١.٤.١ What is the current status of investment in commercial ?recreation

1.4.2 What is the proposed strategy to attract capital to invest in commercial recreation?

**1/5 : The Research Terminology**

**1/5/1 Strategy: The Strategy**

practitioners of the abundant financial return resulting from the investment process, which in turn is used to spend on equipping and preparing stadiums, improving tools and means of the s, bringing in foreign training proces experts, establishing new sports and recreational places, paying attention to young people and many other basic pillars and ingredients that, if they have the necessary money to spend on them, sports will flourish, and thus the turnout of the masses. increase And its viewers, increasing their sports awareness, providing them with high sports values and principles, as well as encouraging sponsoring .companies to invest in sports

The contemplator of the reality of the departments of mercial recreation finds that many com of them depend on two main sources, the first of which is the annual aid provided by the state to care for young people and the second is the support provided by some officials from grants and annual aid that is not or stable, and since commercial fixed recreation began to compete to buy contracts for professional players from inside and outside the country and contract with international coaches, which requires the existence defined-of a fixed income and well has found the urgent budgets, and need to search for additional fixed

recreation, and the selection of the research sample in a deliberate way for all 14 commercial recreation, represented by the Director of the Board of Directors (Chairman of the Board of Directors of the club) (1), Vice Chairman of the Board of Directors of the club (1), Treasurer (1), Deputy Treasurer (1), Secretary (1), Deputy Secretary (1), members of the club's Board of Directors (5), members of the Sports Committee (5), employees in the marketing department Sports B in commercial recreation (28), heads of departments and general managers of the General Authority for Youth and Sports (23), and that the total sample of the research (210) of them (30) as a survey sample, and the number (180) as a basic sample, and this is evident as in Table No. (1).

It is a set of ideas and principles that deal with a field of human activity in a comprehensive and integrated manner that is indicative of the means and requirements of action with a view to bringing about changes in this field.(67 : 98 )

### 1/5/2 : The Investment

It is a flowing stream of spending on durable assets that support future productive capacity or generate future benefits for the consumer. (50 : 99)

### 3/0 : Procedures of The Research

#### 3/1 : The Research Curriculum

The researcher used the descriptive approach following the survey method due to its suitability to the nature of the research procedures.

#### 3/2 The Research Society & Sample

The research community was selected through a comprehensive inventory of all commercial

**Table No. (1)**

النسبة المئوية	العينة	البيان
١٤.٢٩%	(٣٠)	العينة الاستطلاعية
٨٥.٧١%	(١٨٠)	العينة الأساسية
١٠٠%	(٢١٠)	المجموع الكلي

identify the basic axes on which the form of the strategy to attract capital to invest in commercial recreation will be built, and presented to the experts to determine the relative importance of the phrases

### The Data- Gathering Methods And Tools

The researcher designed ١/٣/٣ a questionnaire form on the current commercial situation of investment in so that he can , (١) recreation (Annex

obtained relative importance ranging and this is (70% - 100%) between .(e) evident as in Table

current status form and then the limit of the relative importance of these phrases and the selection of those that

**(٢)Table No.**  
**e of expert agreement on the termsThe relative importanc**  
**Current Status Questionnaire Form%٨٠**      **٥٨ =**

		ferries	م
%٨٠	٤	Are sports facilities marketed for commercial promotion?	١
%١٠٠	٥	Is there a clear role for investors to invest in commercial promotion?	٢
%١٠٠	٥	Is there a clear role for companies and investment institutions to sponsor and support sports through commercial promotion?	٣
%٨٠	٤	Do governmental and private institutions attract capital to invest in commercial promotion?	٤
%٨٠	٤	Does the state encourage sports investment through commercial recreation?	٥
<b>Percentage</b>	<b>Sample</b>	<b>Statement</b>	<b>٦</b>
<b>Basic sample</b>	%١٤.٢٩	(٣٠)	<b>Exploratory Sample</b>
(٢١٠)	<b>Total</b>	%٨٥.٧١	(١٨٠)
%٨٠	٤	Does the Board of Directors of Commercial Promotion make an effective contribution to encouraging businessmen to invest in commercial promotion?	%١٠٠
%٨٠	٤	Are there technical and administrative obstacles that hinder attracting investments to sports clubs?	١٠

accordance with the rules of scientific research as follows

The researcher ١/٢/٣/٣ reviewed many scientific references, research and previous studies that dealt with the areas of sports t in both the sports investmen federations sector, commercial recreation and sports marketing, then he identified the axes through the reference survey of these studies, and quoted as much as possible from the axes of these previous studies to be

The phrases of the status quo form were identified and contributed of the to the development of the axes strategy of attracting capital for investment in commercial recreation, the relative importance of which was .(70% - 100%)limited between

Then the researcher ٢/٣/٣ designed a questionnaire form on attracting capital to invest in tion, following the commercial recrea steps of building the questionnaire in

the field of sports management then determined the (Annex 1) relative importance of these axes and relative importance of these axes and relative importance of these axes selected the axes that obtained relative importance ranging between 10% and 100% and this is evident as in Table 1.

s, with the presented to expert definition of each of these axes

The researcher put the 1/2/3/3 axes reached in a questionnaire form (Annex 1) **questionnaire check list** and then presented to the experts in

(Table No. 1)  
The relative importance of the agreement of experts on the axes of  
%100

Expert consensus	Phrases	M	م
1	Are sports facilities marketed for commercial recreation?	1	Materiality
2	Is there a clear role for investors to invest in commercial recreation?	2	10%
3	Is there a clear role for companies and investment firms to sponsor and support sports in institutions for commercial recreation?	3	100%
4	Do governmental and private institutions attract capital to invest in commercial recreation?	4	100%
5	Does the state encourage sports investment in commercial recreation?	5	10%
6	Are there new legislations and legal regulations that motivate investors to invest in sports in commercial recreation?	6	10%

attracting capital for commercial recreation.

**The second axis:** the role of sponsoring companies and investment institutions and governmental and private institutions as a source of commercial attracting capital through commercial recreation.

**The third axis:** the role of financial regulations and legal legislation as a source of attracting

The dimensions and axes of the strategy of attracting capital for investment in commercial recreation, which was limited to the relative importance between 10% - 100%, were determined through the results of the expert opinion poll form, where experts recommended the need to include both the second axis and the third axis together, and these five axes are:

**The first axis:** marketing sports facilities as a source of

to verify the logical honesty of the proposed phrases for each dimension, and the appropriateness of the formulation of the proposed phrases and their suitability for the dimension to which they belong, and the extent which it is possible to delete, to modify or add other phrases The researcher reached through a survey of the opinion of the experts to determine the relative importance of the agreement of experts and this is evident as in tables

capital through commercial recreation

marketing :The fourth axis ٤/٢/٣/٣ advertising rights as a source of rough commercial attracting capital th recreation

:The fifth axis ٥/٢/٣/٣ administrative and technical aspects as a source of attracting capital through commercial recreation

Develop the proposed ٣.٣.٣ questionnaire phrases and present the phrases for each dimension to the

(٤)Table No. y of the experts' agreement on the determination ofInventor ٩Questionnaire phrases from initial to final form

٤	Is there a real role for the General Authority for Youth and Sports in attracting capital to invest in commercial ?recreation	٧	%٨٠
٥	mercial recreation exploit the advertising rights of Does com ?investment companies to increase their financial return	٨	%٨٠
٤	Does the Board of Directors of Commercial Recreation contribute effectively to encouraging businessmen to invest ?onin commercial recreati	٩	%١٠٠
٤	Are there any technical and administrative obstacles that ?hinder attracting investments to sports clubs	١٠	%٨٠
٨	٨	١٦	%٨٠
٩	١٤	٢٣	الخامس

The researcher conducted the (٣٠)sports clubs, for (١٤)survey on individuals consisting of members of he Board of Directors of Commercial t Recreation, members of the Sports Committee, workers in the Sports Marketing Department B Commercial Recreation, heads of departments and general managers of the General

shows the (٧)Table questionnaire in its initial form, the number of total statements in the ire, up to the final form of questionna the questionnaire, the number of final statements in them, and the number of .deleted phrases

### ٤/٣The Exploratory Study



of the arbitrators for both the questionnaire form of the current questionnaire and the situation questionnaire form of the proposed strategy to attract capital to invest in commercial recreation, where they were presented to the experts as in tables No. ١٢, ١١, ١٠, ٩, ٨, ٧, ٦, ٥.

**Internal Consistency Validity**

The researcher calculated the value of the correlation coefficient between the statements of the questionnaire form of the current status of investment in commercial recreation, and this is illustrated as in Table ١٣.

Authority for Youth and Sports, e used to find which is the sample-scientific transactions (honesty).(stability

**Scientific transactions of the ٣.٤.١ :questionnaire The Scientific Coefficients Of The Questionnaire**

The researcher conducted the validity and stability of the questionnaire by the following scientific methods

**١/١/٤/٣The Validity Of The Questionnaire Content ١/١/٤/٣Validity: The Content Validity**

The researcher used the sincerity of the content or the sincerity

(٥)Table No.

indicating the sincerity of internal consistencyCorrelation coefficient in To the degree of each axis of the questionnaire with the total score of the questionnaire

$$r \cdot n =$$

Expert consensus	axes	M
Marketing sports facilities as a source of .creationattracting capital for commercial re	١	Materiality
٢	%١٠٠	٥
%١٠٠	٥	The role of sponsoring companies and investment institutions as a source of attracting capital for commercial .recreation
٤	The role of governmental and private institutions as a source of attracting capital for commercial investment in .recreation	٣
The role of financial regulations and legal legislation as a source of attracting capital .through commercial recreation	٤	%٨٠

**Reliability Of The Questionnaire**

The researcher found the stability of the questionnaire form of the current status of investment in applying -commercial recreation by re it again and the second application was after the first application with an interval of two weeks . This is evident as in Table No. this is e

that (٥)It is clear from Table the values of the correlation y of coefficients indicating the sincerit internal consistency between the axes of the questionnaire and the total score of the questionnaire are statistically significant ranged which (٠.٧٠٨ , ٠.٤٥٩)between .indicates that all axes are functional

**(٦)Table No. Coefficient of stability by Cronbach's alpha method**

**٣٠٨ =**

٥	%١٠٠	٥
%٨٠	٤	Marketing advertising rights as a source of attracting capital through commercial .recreation
٤	orce of attracting capital Administrative and technical aspects as a sou .through commercial recreation	٦
*٠.٥٠٩	The role of financial regulations and legal legislation as a source of attracting capital through commercial promotion.	%٨٠
*٠.٣٩٩	Marketing advertising rights as a source of attracting capital through commercial promotion.	٤
*٠.٥٧٩	Administrative and technical aspects as a source of attracting capital through commercial promotion.	٥

club (a comprehensive inventory of all commercial recreation), represented by the Director of the Board of Directors (Chairman of the Board of Directors of the club), Vice Chairman of the Board of Directors of the club, treasurer, Deputy Treasurer, Deputy Secretary, members of the Board of Directors of the club, members of the Sports Committee, workers in the Sports Marketing Department B Commercial

that (٦)It is clear from Table the values of the Cronbach alpha stability coefficients indicating the ability of the questionnaire axes are st statistically significant and ranged which (٠.٦١٢ , ٠.٣٩٩)between .indicates that all axes are stable

**:Basic Study ٥/٣The Main Study**

The researcher applied the basic study to all commercial sports (١٤)r recreation and the numbe

- . Coefficient of correlation Recreation, heads of departments and general managers of the General
  - . Coefficient of Alpha outh and Sports, and Authority for Y the total basic sample of the research  
(^ ^)
- Cronbach, L.J**
- .PercentageThe percent
  - Ka2 test. Chi-square
- 4/0 Presentation and discussion of results:**
- Presenting The Results And Discussion**
- 4/1 : Presenting The Results**
- :Statistical Treatment ٦/٣ The Statistics Treatment**
- Statistical treatments appropriate to the nature of the research were used usingExcel data entry andStaical **Package Social Science (SPSS)** (10) to perform .statistical operations for research

**Table No. (7)**  
**Frequencies, percentages and coefficient Ka2 for form statements n = 110**  
**Questionnaire of the current status of investment in commercial recreation**

axles					م
	10	The first	Number of deleted phrases	Final questionnaire phrases	
Third	12	14	26	Second	2
8	16	Fourth	6	10	16
83.78*	9	14	23	V	8
94.58*	96.36%	106	3.64%	4	4
72.64*	90.91%	100	9.09%	10	5
91.91*	95.45%	105	4.55%	5	6
Correlation coefficient	axles	M	6.36%	7	7
0.558*	The role of sponsoring companies and investment institutions, governmental and private institutions as a source of attracting capital through commercial recreation.	2	0.519*	Marketing sports facilities as a source of attracting capital for commercial recreation.	1
0.616*	Marketing advertising rights as a source of attracting capital through commercial recreation.	4	0.459*	The role of financial regulations and legal legislation as a source of attracting capital through commercial recreation.	3
94.58*	96.36%	106	0.708*	Administrative and technical aspects as a source of attracting capital through commercial recreation.	5

\* **Tabular value of Ka2** at a significant level (0.05) = (5.990).

recreation in favor of the higher response, where the calculated **value of Ka2** ranged between (72.64, 94.58).

It is clear from Table (7) that there are statistically significant differences in all the statements of the questionnaire of the current status of investment in commercial

**Table No. (8)**

**Frequencies, percentages, and the coefficient of Ka2 for statements The first axis of marketing sports facilities As a source of attracting capital for commercial recreation n = 180**

Ka2	Marketing sports facilities as a source of attracting capital for commercial recreation.		1	Correlation coefficient	axes	م	
	2	0.490*					
5	0.399*	Marketing advertising rights as a source of attracting capital through commercial recreation.	4	0.509*	The role of financial regulations and legal legislation as a source of attracting capital through commercial recreation.	3	0.612*
38.33*	55%	99	23.88%	43	21.11%	0.579*	Administrative and technical aspects as a source of attracting capital through commercial recreation.
25.43*	21.11%	38	28.33%	51	50.55%	91	3
M	21.11%	38	26.11%	47	52.77%	95	4
Percentage	Duplicate	Percentage	Duplicate	40	Ka2	No	Yes
2	80.33*	92.73%	102	7.27%	8	1	6
6.36%	7	3	76.95*	91.82%	101	8.18%	9
96.36%	106	3.64%	4	4	83.78*	93.64%	103

\* Tabular value of Ka2 at a significant level (0.05) = (5.990).

differences in all axis statements in favor of the higher response, where It is clear from Table (8) that there are statistically significant

between (25.43, 96.70).

the calculated value of Ka2 ranged

**Table No. (9)**  
**Frequencies, Percentages, and Ka2 Coefficient for Second Axis Statements**  
**And for the role of companies , sponsoring investment institutions and**  
**institutions Governmental and private as a source of attracting capital**  
**through commercial recreation** **n = 180**

100	9.09%		10		5		94.58*
	95.45%	105	4.55%	5	6	72.64*	
10	8	83.78*	93.64%	103	6.36%	7	7
102	7.27%	8	9	72.64*	90.91%	100	9.09%
94.58*	96.36%	106	3.64%	4	10	80.33*	92.73%
71.23*	15.55%	28	21.66%	39	62.77%	113	4
Duplicate	19.44%	Ka2	Disagree	To some extent	I agree	M	5
27	1	98	Percentage	Duplicate	Percentage	Duplicate	Percentage
38	2	87.70*	31.11%	56	53.88%	97	15%
91	3	38.33*	55%	99	23.88%	43	21.11%
95	4	25.43*	21.11%	38	28.33%	51	50.55%
19	5	31.30*	21.11%	38	26.11%	47	52.77%
102	6	96.70*	67.22%	121	22.22%	40	10.55%
101	7	69.10*	31.11%	56	12.22%	22	56.66%
28	8	47.23*	28.88%	52	15%	27	56.11%
88.13*	23.33%	68.80*	62.22%	112	22.22%	40	15.55%

\* Tabular value of Ka2 at a significant level (0.05) = (5.990).

favor of the higher response, where the calculated value of Ka2 ranged between (22.90, 94.43).

It is clear from Table (9) that there are statistically significant differences in all axis statements in

**Table No. (10)**

**Frequencies, percentages, and the coefficient of Ka2 for statements  
The third axis on the role of financial regulations and legislation n = 180  
Legal as a source of attracting capital through commercial recreation**

ك٢							م
	Ka2	Disagree	To some extent	I agree	M		
1	21.11%	Percentage	Duplicate	Percentage	Duplicate	Percentage	Duplicate
2	89.73*	65.55%	118	24.44%	44	10%	18
3	63.70*	13.88%	25	25.55%	46	60.55%	109
4	48.53*	31%	56	13.33%	24	55.55%	100
5	71.23*	15.55%	28	21.66%	39	62.77%	113
6	67.63*	19.44%	35	18.33%	23	62.22%	112
7	22.90*	54.44%	98	12.22%	22	13.88%	25
8	94.43*	67.22%	121	20%	36	12.77%	33
9	75.83*	19.44%	35	16.66%	30	63.88%	115
10	68.03*	24.44%	44	13.88%	25	61.66%	111

\* Tabular value of Ka2 at a significant level (0.05) = (5.990)

favor of the higher response, where the calculated value of Ka2 ranged between (22.93, 93.43).

It is clear from Table (31) that there are statistically significant differences in all axis statements in

**Table No. (11)**

**Frequencies, percentages, and the coefficient of Ka2 for statements The  
fourth axis on marketing advertising rights As a source ofexport, attracting n = 180  
capital through commercial recreation**

115	21.11%		38		15%		27
	11.66%	21	73.33%	132	11	76.63*	
100	8.88%	16	35.55%	64	12	22.93*	22.77%
99	29.44%	53	15.55%	28	13	59.20*	55.55%
42	11.11%	20	65.55%	118	14	43.23*	55%
32.93*	21.11%	38	25.55%	46	53.33%	88.13*	23.33%
Ka2	Disagree	To some extent	I agree	M	46.66%	84	5
44.40*	Percentage	Duplicate	Percentage	Duplicate	Percentage	Duplicate	6
60.23*	21.11%	38	60.55%	109	18.33%	33	1
47.43*	56.66%	102	27.22%	49	16.11%	29	2

favor of the higher response, where the calculated value of Ka2 ranged between (15.60, 88.13).

It is clear from Table (32) that there are statistically significant differences in all axis statements in

**Table No. (12)**  
**Frequencies, percentages, and the coefficient of Ka2 for statements**  
**The fifth axis on administrative and technical aspects n = 180**  
**As a source of attracting capital through commercial recreation**

55%	99		23.33%		42		3
	31	15.55%	28	4	38.10*	21.66%	
11.66%	21	73.33%	132	5	93.10*	67.22%	121
11.66%	21	73.33%	132	6	22.93*	22.77%	41
11.11%	20	28.88%	52	7	22.93*	22.77%	41
14.44%	26	67.22%	121	8	66.13*	60%	108
21.66%	39	26.66%	48	9	93.43*	18.33%	33
13.88%	25	55%	99	10	27.90*	51.66%	93
14.63*	36.11%	65	43.33%	78	46.03*	31.11%	56
Disagree	To some extent	I agree	M	49	43.88%	79	8
Percentage	Duplicate	Percentage	Duplicate	Percentage	Duplicate	39	Ka2
23.33%	42	11.11%	20	65.55%	118	1	10
24.44%	44	13.88%	25	61.66%	111	2	88.13*
31.11%	56	12.22%	22	56.66%	102	3	68.03*
21.11%	38	25.55%	46	53.33%	96	4	53.73*
30%	54	23.33%	42	46.66%	84	5	32.93*

\* Tabular value of Ka2 at a significant level (0.05) = (5.990).

#### 4/2 : The Results Discussion

##### 4.2.1 Discussing the results of the first question, the current status of investment in commercial recreation:

It is clear from Table (28) that the percentage of responses to statements with the answer (yes)

It is clear from Table (12) that there are statistically significant differences in all axis statements in favor of the higher response, where the calculated value of Ka2 ranged between (9.10, 78.70).



investment companies to increase their material return, as well as the Board of Directors of Commercial Recreation does not contribute effectively to encouraging businessmen to invest in this commercial recreation sports, in addition to the presence of Technical and administrative obstacles hinder attracting investments to commercial recreation.

#### **4.2.2 Discussion of the results of the second question, the strategy of attracting capital for investment in commercial recreation:**

##### **4/2/2/1 Discussing the results of the first axis on the marketing of sports facilities asa source of attracting capital for commercial recreation :**

It is clear from Table (29) that the percentage of response to statements **with the answer (OK)** ranged between (10.55%, 56.66%), that the percentage of response to the statements with the answer **(to some extent)** ranged between (12.22%, 53.88%), and that the percentage of response to the statements with **the answer (disagree)** ranged between (21.11%, 67.22%).

It is clear from Table (29) that there are statistically significant differences in all the statements of the axis in favor of the higher response, where **the calculated value of Ka2** ranged between (25.43, 96.70), which

ranged between (3.64%, 9.09%), and that the percentage of responses to statements with **the answer (no)** ranged between (90.91%, 96.36%).

It is clear from Table (28) that there are statistically significant differences in all the phrases of the questionnaire form for the current status of investment in commercial recreation in favor of the higher response, where the calculated value of **Ka2 ranged** between (72.64, 94.58), which is greater than the tabular value of **Ka2** = (5.990) at a significant level of (0.05), which indicates that all the statements of the axis are a function where the response to the phrases came Sports facilities are not marketed, and there is no A clear role for investors, companies and investment institutions to sponsor and support sports, and government and private institutions do not attract capital to invest in commercial recreation, and the state does not encourage sports investment in commercial recreation and there are no new legislation and legal regulations that work to motivate investors to invest in sports B commercial recreation, as not There is a real role for the General Authority for Youth and Sports to attract capital to invest in commercial recreation, and commercial recreation does not exploit the advertising rights of

not marketed locally, regionally and globally, and the club institution does not do well, and there are no administrators specialized in marketing sports facilities in commercial recreation to attract investors.

The researcher's findings are consistent with the findings of "Ahmed Farouk Abdel Qader Moussa" (2000) (8) of the importance of releasing the hand of commercial recreation in the freedom to invest his money and facilities.

The researcher's findings are consistent with the findings of "Amani Mohamed Atef Selim" (2003) (16), on the need to develop a prior plan for the tournament to benefit from the design of the facility in the marketing process of the tournament in a way that achieves a financial return for the facility.

This is confirmed by "Talaat Asaad Abdel Hamid" (1999) that establishments and institutions that do not take strategic thinking into account, despite the strong human and material resources enjoyed by these facilities, lose the way to the absence of a correct vision for the future movement. 44 : 12)

#### 4/2/2/2 Discussing the results of the second axis on the role of

is greater than the tabular value of  $Ka_2 = (5.990)$  at a significant level (0.05), which indicates that all the statements of the axis are a function, where the response to the statements was as follows:

- Responding to the statements by answering (**OK**) for each of the phrases numbers (3, 4, 6, 7), which indicates that financial support can be provided to sports facilities in commercial recreation through art stars, politicians, NGOs, that the financial return from marketing sports facilities in commercial recreation is used for maintenance and renovations, stadiums and sports facilities are marketed within commercial recreation through local and international championships and for more than one sports activity.
- Responding to statements by answering (**to some extent**) each of the statements numbers (1), which indicates that investors are working to increase the capacity of the facility during tournaments and matches.
- Responding to the phrases by answering (**disagree**) for each of the phrases numbers (2, 5, 8), which indicates that sports facilities in commercial recreation are not invested in the surrounding environment, and are

sports teams sponsored by investment companies work to attract fans and raise the level of players, which increases their professional opportunities, investors must be granted club membership (especially honorary membership) and balance between the value of membership subscriptions and the level of the sports club, with the expansion in membership, all this works to increase the process of marketing and investment and attract capital to the club, and that the economic situation of the state controls the nature of government support for clubs, and that the inflation of the administrative apparatus in commercial recreation works to deplete government and private funding in the form of salaries and bonuses.

- Responding to the statements by answering (**disagree**) for each of the phrases numbers (1, 6, 7, 10, 12, 13), which indicates that companies and investment institutions are not allowed to form sports teams for various games in commercial recreation and sponsor them carefully, and that government and private institutions do not attract capital to invest in commercial recreation, there is no encouragement from the state for

### **sponsoring companies and investment institutions and governmental and private institutions as a source of attracting capital through commercial recreation :**

It is clear from Table (30) that the percentage of response to statements **with the answer (OK)** ranged between (10.0%, 73.33%), that the percentage of response to the statements with the answer (**to some extent**) ranged between (8.88%, 29.44%), and that the percentage of response to the statements with **the answer (disagree)** ranged between (13.88%, 67.22%).

It is clear from Table (30) that there are statistically significant differences in all axis statements in favor of the higher response, where the value of **Ka2** calculated between (22.90, 94.43), which is greater than the value of **Ka2** Tabular = (5.990) at a significant level (0.05), which indicates that all the statements of the axis are a function where the response to the statements was as follows:

- Respond to the statements by answering (**OK**) for each of the statements numbers (2, 3, 4, 5, 8, 9, 11, 14), which indicates that the needs of the sponsoring companies and institutions must be aligned with the objectives of the club and be clear and realistic,

commitment from the government to activate that policy.

Civil support. (22 : 13)**Abdul Rahman Ahmed Tawfiq" (2003)**, quoting "**Jacques Philippe**" that the sources of funding for sports activities are determined as follows:

This is what **Amr Ahmed Mostafa (1999)** stressed the importance of eliminating the risks of relying on a single source of funding (government support) and becoming more dependent on self-financing (private) through the application of different methods and sources of self-financing.(57:174)

What was pointed out by "**Ashraf Abdel Moez" (1996)** is that the sources of funding are donations, donations and subsidies accepted by the Board of Directors (subject to the approval of the administrative authority). 10:23)

Ibrahim Shehata (1999) **pointed out** that the first and most important thing that affects investment is the policies pursued by the state, both in the political field, and the continuous encouragement of investors by the government. 1:120)

**4/2/2/3 Discussing the results of the third axis on the role of financial regulations and legal legislation as a**

investors to invest in commercial recreation sports in exchange for some customs exemptions and taxes in some of their other projects, and do not provide The state for investors in commercial recreation sports feasibility studies on the foundations and scientific rules or a future sports investment map to preserve them to invest in commercial recreation commensurate with the importance of sports.

And that the findings of the researcher is consistent with the findings of "**Amr Ahmed El-Gamal" (1999)** (56) that the more diverse sources of funding, the less impact on decision-making processes, there is an almost total dependence on the subsidies provided by the Supreme Council for Youth and Sports.

The researcher's findings are consistent with those of **Jeoung Har Lee (2000)**(101) and **Wldimir Andreoff (2002)**(114) on the importance of official sponsorship in sports finance.

With the findings of the researcher agrees with the findings of "**Masoud Salem Jumaa Al-Junaibi" (2004)** (83) that there is a trend to activate the role of the private sector in sports and there is a clear and clear

**Muhammad Atef Selim" (2003 AD)**(16) on the need to pay attention to the media role of visual and audio means, and that the marketing methods used (marketing through television, radio, the Internet, the work of advertising stadiums and halls), the adoption of a budget to promote the tournament in all media.

The researcher's findings are consistent with the findings of **Jeoung Har Lee (2000)** (101) and **Wldimir Andreoff (2002)** (114) on the importance of marketing methods such as advertising and television advertisements.

And that the findings of the researcher is consistent with the findings of **"Nigel Pope" (2005)** (108) The use of the Internet is a means of marketing sports.

This is what **Marco (1995)** pointed out that sports media is important and is a source of sports funding, by placing wooden boards around the pitch, and when the television transmits these matches by cameras, it automatically captures these advertisements and thus broadcasts them to millions of viewers in all countries of the world. 106 : 243 – 247)

**Samia Ahmed (1999)** confirms that the media has an

**source of attracting capital through commercial recreation:**

It is clear from Table (31) that the percentage of response to statements **with the answer (OK)** ranged between (15.55%, 73.33%), that the percentage of response to the statements with the answer **(to some extent)** ranged between (11.11%, 60.55%), and that the percentage of response to the statements with **the answer (disagree)** ranged between (18.33%, 67.22%).

It is clear from Table (31) that there are statistically significant differences in all the statements of the axis in favor of the higher response, where **the calculated value of Ka2** ranged between (22.93, 93.43), which is greater than the tabular value of **Ka2 = (5.990)** at a significant level (0.05), which indicates that all the statements of the axis are functional, where the response to the statements was as follows:

**4/2/2/4 Discussing the results of the fourth axis on marketing advertising rights as a source of export attracting capital through commercial recreation :**

And that the findings of the researcher is consistent with the findings of each of **"Ahmed Farouk Abdel Qader Moussa" (2000 AD)**(8), **"Walid Ahmed Sami" (2000 AD)**(86), **"Amani**

where **the calculated value of Ka2** ranged between (9.10, 78.70), which is greater than the tabular value of **Ka2** = (5.990) at a significant level (0.05), which indicates that all the statements of the axis are a function where the response to the statements was as follows:

- Responding to statements by answering (**OK**) for each of the statements numbers (1, 2, 3, 5, 6, 8 10, 11, 12, 13, 14), which indicates that there must be a clear role for public relations in commercial recreation in its relationship with investors and businessmen to motivate them to invest, the lack of technical centers specialized in sports investment, the bureaucratic dealing between both investors and departments in commercial recreation leads to the flight of investors, the weak conviction of the boards of directors of banks to approve The projects submitted to banks to invest in the sports field, to be one of the conditions for assuming the leadership of the management of commercial recreation to choose people with a vision to increase investments in the club, the club's board of directors sets future plans for the professionalism of young players technically distinguished as a source of attracting capital.

influential and effective role in attracting investors to invest in the sports field through:

- Media specialized in attracting investors.
- Producing media materials with international quality standards that attract investors.
- Use media plans that attract investors.
- Making good relations with the travels of most Arab, Islamic and European American countries works to attract investors. (37 : 57 )

#### **4/2/2/5 Discussing the results of the fifth axis on the administrative and technical aspects as a source of attracting capital through commercial recreation:**

It is clear from Table (33) that the percentage of response to statements **with the answer (OK)** ranged between (16.11%, 64.44%), that the percentage of response to the statements with the answer (**to some extent**) ranged between (13.33%, 43.33%), and that the percentage of response to the statements with **the answer (disagree)** ranged between (13.88%, 64.44%).

It is clear from Table (33) that there are statistically significant differences in all the statements of the axis in favor of the higher response,

for investment in this field, lack of conviction of investors to invest in the field of sports.

And that the findings of the researcher is consistent with the findings of "**Ahmed Farouk Abdel Qader Moussa**" (2000) (8) building a strategy for sports professionalism, the establishment of independent departments for professionalism within the commercial recreation of sports, the authorization of the establishment of specialized sports bodies aimed at profit through sports professionalism, and with the findings of each of "**Khaled Ibrahim Abdel Aty**" (2000) (33), "**Walid Ahmed Sami**" (2000) (86), "**Maher Mohamed El-Sayed Attia**" (2005) (68) of the lack of experts in sports marketing, the lack of a specialized department in sports marketing, the weakness of the marketing capabilities of the marketing departments located in some commercial recreation.

And that the findings of the researcher is consistent with the findings of "**Attia Saad Ali Al-Shabrakhaiti**" (2006) (54) to the importance of preparing public opinion through the media to encourage investment, facilitate administrative procedures for obtaining investment licenses,

- Responding to the statements by answering (**to some extent**) each of the phrases numbers (7), which indicates that there is little interest from the senior leadership of the General Authority for Youth and Sports in the problems related to commercial recreation sports.
- Responding to the phrases by answering (**disagree**) for each of the phrases numbers (4, 9), which indicates that the technical and administrative departments of commercial recreation do not facilitate investors, that the club's board of directors does not develop alternative plans to face any emergency circumstances that hinder the implementation of marketing, financing and investment plans for sports developed.

And that the findings of the researcher is consistent with the findings of "**Ashraf Mahmoud Hussein Al-Ajili**" (1999) (12) symposium specialists qualified to work in the field of sports marketing.

And that the findings of the researcher is consistent with the findings of "**Huda Hassan Khafaja**" (1999) (85) lack of interest in investment and marketing in the field of sports compared to other fields, lack of funding, lack of a future vision

5.1.1 Sports facilities in commercial recreation do not invest the financial and human side of the surrounding environment and the club institution does a favor.

5.1.2 The stadiums in sports facilities are marketed within the commercial recreation of more than one sports activity, and are not marketed locally, regionally or globally.

5.1.3 Companies and investment institutions do not have the opportunity to form sports teams for various games in commercial recreation and sponsor them.

5.1.4 The state does not encourage businessmen and investors to invest in commercial sports recreation in exchange for some customs exemptions and taxes.

5.1.5 The inflation of the administrative apparatus through commercial recreation depletes government and private funding in the form of salaries and bonuses.

5.1.6 Investment companies increase the chances of professionalism of players through sponsorship and thus increase the capital of the club.

5/1/7 Investments allocated to sports in the investment plans in the country are not commensurate with the importance of sports, and there are no

encourage the state for investors in the sports field, keep pace with the announced global professionalism systems to suit economic conditions, develop commercial recreation for non-traditional sources of financing, provide commercial recreation and the necessary facilities for investors, full coordination between Government entities designated to serve the investment.

This is confirmed by **Helmy Ibrahim (1999)** that the importance of financing in sports by keeping pace with the professional system. 31:6)

Through the previous presentation of the results, the first question of the current situation of sports investment in commercial recreation has been answered, as well as resulted in an answer to the second question of what is the proposed strategy for sports investment.

## **5.0 Conclusions and recommendations:**

### **The Conclusions And The Recommendations**

#### **5/1: The Conclusions**

In light of the objectives of the research, the methodology used and the characteristics of the research sample, and depending on the results of the statistical method used, the following conclusions were reached by the study as follows:



investment weakens the investment opportunities in commercial recreation.

5/1/13 Dealing between both investors and departments B commercial recreation is in a biocratic manner, which leads to the flight of investors from investment B commercial recreation.

5/1/14 One of the administrative obstacles is the weak conviction of the boards of directors of banks to approve projects submitted to banks for investment in the sports field.

5/1/15 The club's board of directors markets technically distinguished players in the designated sports activity in exchange for a rewarding financial return to the club.

5/1/16 It is preferable to be one of the conditions for assuming the leadership of the management of commercial recreation to choose people with a vision to increase investments in the club.

## 5/2: The Recommendations

In light of the objectives of the research and its questions and the sample on which the study was conducted and through the discussion of the results, the researcher recommends the following:

5/2/1 The application of the proposed strategy reached by the study on all

feasibility studies on the foundations and scientific rules to preserve investment in commercial recreation.

5/1/8 Members of the National Assembly do not enact legislation and laws stimulating sports investment in the state, there is no legislative text in the law of sports bodies in the state that works to encourage investment in commercial recreation, such as borrowing from banks at a reduced interest rate for sports investment.

5.1.9 The continuous and permanent change of boards of directors in commercial recreation works to not achieve the regulations that stimulate investment in commercial recreation.

5/1/10 The club's management does not contract with advertising agents or sports investment companies to cover the needs of the club's teams of clothes, tools and devices in exchange for advertising and advertising them in all matches and tournaments for various sports.

5/1/11 The club's management does not use modern technological means to market important tournaments and matches through videos, CDs, sports magazines, jerseys, caps, the Internet and competitions in order to attract more capital to the club.

5/1/12 The lack of technical centers specialized in the study of sports

5.2.6 Align the needs of the sponsoring companies and institutions with the objectives of the club, and that the rights granted to the sponsoring companies and investment institutions are clear and realistic.

5/2/7 To be keen on commercial recreation on sports activities that attract the masses and thus increase the financial return of sports clubs.

5.2.8 The state should encourage businessmen and investors to invest in commercial sports recreation in exchange for some privileges such as customs exemptions and taxes in some of their other projects.

5.2.9 The need to pay attention to the sources of private (non-governmental) funding, such as financial support from businessmen, star artists, professional players or politicians, and to receive financial and in-kind donations from commercial and sports institutions and supporters and fans of sports teams.

5/2/10 Training courses should be held for members of the boards of directors of commercial sports recreation in the field of investment, marketing and sports finance, and to ensure that the inflation of the administrative apparatus in commercial recreation is to be reduced, to establish a specialized

axes represented in the state, the National Assembly (members of the Sports Committee), the General Authority for Youth and Sports, boards of directors of commercial recreation, in light of the strategic management to change the current situation through the re-objectives, planning, organization, evaluation, follow-up, guidance for all previous strategic sectors.

5/2/2 Work on the investment of sports facilities B commercial recreation (such as renting, marketing locally, regionally and globally) and inviting sports teams to train in them as a source of attracting capital.

5/2/3 Ensuring the establishment of local and international tournaments that aim to market sports facilities with commercial recreation.

5/2/4 Attention to rationalizing spending within commercial recreation in order to face the burdens it is exposed to.

5/2/5 Activating the role of sponsoring companies and investment institutions and government and private institutions for investment in commercial recreation through some privileges determined by the board of directors of each club according to its status and needs.

4. The rate of improvement in participation in university activities was ( 77% ).
5. The rate of improvement in following the college's regulations and laws was (59%).
6. The rate of improvement in assertive behavior skills was (68%).
7. The rate of improvement in cooperative work skills was (70%).
8. The rate of improvement in the total questionnaire was (65%).

#### **Recommendations:**

1. The importance of conducting family counseling programs to develop positive attitudes among the families of these students and conducting awareness seminars for mothers periodically in order to teach them the optimal parental treatment method for students.
2. Training female students, especially the first university year, on cooperative work, collectively, to bring about mental and social development, and academic and interest in university activities for female students and employ them in improving their abilities to communicate and social interaction and reduce their behavioral problems.

department for investment and sports shopping and to train its employees on the latest marketing methods.

5/2/11 Work to attract investors to the membership of the club (especially honorary membership) to attract them towards investing their capital or donating to the club, while balancing the value of membership subscriptions and the level of the sports club, expanding the club's membership, which increases subscriptions to be a source of attracting funds to the club.

5/2/12 The state should ensure that the volume of investments allocated to sports in the investment plans is commensurate with the importance of sports, providing a future sports investment map with the type and place of sports investments.

#### **Conclusions and recommendations**

##### **First: Conclusions:**

1. There are statistically significant differences between the averages of the pre- and post-measurement in the level of social skills in favor of the initial measurement
2. The rate of improvement in social interaction within lectures was (51%).
3. The rate of improvement in social interaction within the family was (65%).

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  3. Training faculty members to deal well, and provide appropriate reinforcement to students so that their problematic behavior changes, which hinders their academic progress and academic achievement.
  4. The need to make special files for students who have social and behavioral problems to follow up their development and guidance.
  5. The need to prepare more research and studies that deal with counseling and treatment programs aimed at treating other aspects of the shortcomings of students and contribute to the development of some aspects of their strengths.

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