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Assessing Investment in Sport Facilities in Egypt and its Impact on Sports Tourism: Obstacles and Requirements

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Sport investment
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Sport facilities

Abstract

Investment as a global pattern at the present time is considered a complex industry and contains within it many other industries other than the sport itself, there are many different investment fields in the Arab Republic of Egypt. Whereas the state's goal of opening the field of investment to investors is to achieve economic and social development within the framework of the state's general policy and within the limits of its national plan. This research aims to study sports investment obstacles and requirements in Egypt and examine the impact of sports investment on sports tourism in Egypt. The study analyzed the secondary data related to sports and tourism investment and primary data based on interviews. The study administered interviews that were held with the key officials at the Egyptian Ministry of youth and sports, the Egyptian ministry of tourism (MOT), and several directors of sports and tourism authorities. The results of the study show obstacles to sports investment in Egypt such as a lack of sufficient trained personnel, and there is no professional system to promote sports tourism programs, activities, events, and sports facilities in Egypt, moreover, the requirements for Egypt to be able to host international sports tournaments and competitions such as the Olympics, the World Cup for clubs and teams, and others-

represented in Developing the infrastructure and establishing more gyms, gymnasiums, and stadiums and marketing them globally, from the most important results that were also reached amending the legislation and laws related to sports investment, as well as Developing a professional system to promote sports tourism programs and various sports activities.

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1. Introduction

Investment plays a vital role and has a priority in economics, 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, like European countries where sports investment accounts for almost 20% of total investment annually (Farouk, 2016). According to Attia (2013), Egypt has approximately 26 Olympic federations, 22 non-Olympic federations, 8 generic federations (totaling 56 federations), 755 sports clubs, 2793 sports establishments, as well as the Egyptian Olympic Committee, the national teams training center, the Cairo Stadium, and sports medical centers.

In the sports field, developed societies have been interested in creating an investment climate 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 surpassed 130 countries' national income; the Chinese sports industry reached 1.9 trillion yuan, or 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 has reached a peak globally, Egypt is still trying to activate the investment process within the sports field. Many experts believe that increasing funding for sports and youth activities is the most effective way to support the sports system (El-Taweel & Al-Hadedy, 2017).

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 the human component in sports tourism investment. Therefore, this study will focus on identifying the strengths, weaknesses, and exploitation of opportunities and overcoming challenges facing the investment process to increase the economic return of sports and youth activities because of increased sports tourism flow, leading to an improved balance of payments.

The research problem could be summarized in the decrease in the volume of sports tourism in Egypt compared to the volume of sports investment, in addition to the tourism components in Egypt. The importance of the study is summarized in evaluating the role of investment in the facilities of the sports and youth to support and stimulate the tourist programs sports.

This research aims to determine obstacles to sports investment in Egypt and examine the impact of sports investment on sports tourism in Egypt, moreover, identifying requirements for sport investment in Egypt to be able to host international sports tournaments and competitions such as the Olympics, the World Cup for clubs and teams, and others.

2. Literature Review

2.1. Tourism investment

Tourism investments are targeted to the tourism industry, such investment underlies and supports tourism development. Dwyer et al (2010) also refer to tourism investment as investments in land, capital, and machinery (e.g. marine vessels) as well as public sector infrastructure upgrades. This implies that the projects should be directed to look at investment in hard infrastructure both by private and public sectors.

Moreover, Elzek (2020) mentioned that Tourism investment is any investment that helps in developing the tourist supply of tourism products and services provided to the tourist. Abdel-Samei'a (2002) mentioned that tourism investment in Egypt plays an important part in the establishment of international companies hotels and tourist resorts, and international tourist agents and provides new job opportunities for citizens with experience and skills in tourism work, Due to the nature of tourism activity and its sensibility, investments have special nature where they interact and are affected clearly by the environment (Iraqi, 2000), hence the tourism climate of the most important factors affecting the domestic and international demand, which affects the tourism investment volume as a result according to Wagdi (2009).

2.2. Economic importance of tourism investment

The economic importance of tourism investment according to Wagdi (2009) will be highlighted as follows:

1. The flow of foreign capital.

The tourism sector contributes significantly to providing part of the foreign exchange needed to implement comprehensive development plans, especially in the countries that suffer from gaps between the necessary investment needed for economic and social development and the actual size of the Foreign Currency to confront the implementation of these plans. Also, the foreign capitals contribute to this field by the private sector tourism investment through the construction of villages and tourist hotels and infrastructure projects and facilities and generated them in the form of

return in exchange for increased tourist spending on basic and complementary to the industry services (El-dabbas, 2000).

2. The transfer of technological techniques

It allows international companies to enter the field of tourism investment projects. The host country may achieve advanced technology represented in the transfer of arts and modern management systems in hotels and other tourist facilities, with the development and improvement of the current working methods of the different workforce training programs in addition to research development and modernization in the field of tourism activity, in addition to national companies can be continued in the service market in terms of selling tourist services or the application of modern management systems through developing their current regulations (El-dabbas,2000).

3. Tourism investment and business opportunities.

Tourism investments create many direct/indirect jobs in the tourism sector. Abd-Elsamei'a (2002) mentioned in his own study that each new hotel room provides consequently about 2.75 jobs in the field of hotel facilities directly or indirectly. Furthermore, Wagdi (2009) showed that investment in the hotel sector creates opportunities greater than investment in other fields.

4. Create and develop relations between the economic and service sectors and the tourism sector.

Wagdi (2009) pointed out that the relationship between tourism projects, internal economic activities, and other services is intertwined and resulting direct and indirect benefits from economic and social as follows:

- encouraging the investment of national capital and diversifying of its use in new projects, resulting in the creation of new jobs
- Optimal use of natural resources.
- Rising state revenues, such as taxes, fees, and others.
- Encouragement and development of other service sectors and in support of the tourism sector.

5. Tourism investment and the balance of payments.

Tourism revenues are considered important factors that contribute to covering the current account deficit of the balance of the payment from the tourism services income in foreign currency (Wagdi, 2009).

2.3. Statistics of tourism investment in Egypt until 2020

The monthly financial report of the Ministry of finance from 2009 to 2019 (2021) mentioned the tourism investment volume in Egypt involved the public sector, economic institutions, public business sector, and private sector, as shown in the following table:

Table (2): Tourism investment in Egypt 2010-2020

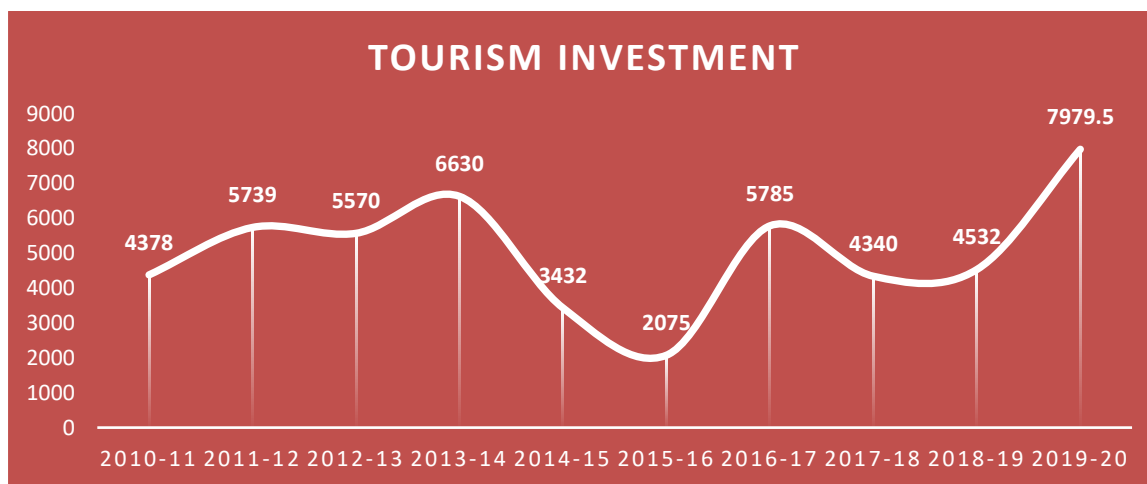
Year	Public sector	Economic institutions	Public Business sector	Private sector	Total	Percentage of total investments
2010-2011	4	14	322	4038	4378	2.0

2011-2012	202	15.4	350	5372	5739	2.5
2012-2013	3.5	---	50	5 000	5570	2.4
2013-2014	6	24	300	6300	6630	2.7
2014-2015	10	23	1300	2100	3432	1.3
2015/2016	20	25	270	1760	2075	.6
2016/2017	15	20	150	5600	5785	1.5
2017/2018	2	7	330	4000	4340	1.2
2018/2019	7	25	650	3850	4532	.6
2019/2020	14	36	1029	6900	7979.5	9

Source: prepared by the study according to the monthly financial report (2010:2020)- Ministry of finance

Table (2) show that the tourism investment volume in Egypt from 2010-2011: 2019-2020, including public sector, economic institutions, public business sector and private sector and the volume share for each other for every year.

Figure (1): Total tourism investment (million e.g.)



Source: prepared by the study according to the monthly financial report (2010:2020)- Ministry of finance

Figure (1) shows that in the financial year (2010-2020) the tourism investment in Egypt reached 4378 million e.g., recording a contributory share of approximately 2% of the total investment in Egypt. In (2011-2012) the volume of tourism investments reached 5739 million e.g., recording a change rate of about 31% compared with the financial year (2010-2011). In the following year, 2012-2013 the investment flow in the tourism sector reached 5570 million e.g., achieving a negative change rate of nearly about - 2% compared with (2010-2011). In the financial year 2013-2014 the

change rate in the investment flow in the tourism sector was estimated at 19%, this means, the investment flow in tourism reached 6630 million e.g. In the financial year (2014-2015) the investment flow volume in tourism amounted with 3432 million e.g., recording positive change rate roughly by -48.3%. In the next financial year (2015-2016) the tourism investment flow reached 2075 million e.g., recording a change rate of about -39.6% compared to the last financial year (2014-2015).

In the financial year (2016-2017), the investment flow in tourism reached 5785 million, achieving a positive change rate of about 78.7%. In (2017-2018) the investment flow volume in the tourism sector reached about 4340 million e.g., recording a negative change rate of approximately -25% compared with the last financial year. In the financial year (2018-2019), the volume of investment flow in tourism recorded about 4532 million, recording a positive change rate of 4% compared with the last financial year. Finally, in the financial year (2019-2020), the volume of investment flow in tourism reached about 7979.5 million, recording a positive change rate of 76% compared with the last financial year (2018-2019).

2.3.1. Sport tourism

Sport and tourism have a long history, dating back to ancient times when people competed to see who the strongest, quickest runner was, 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.

2.3.2. Sport as a tourist attraction

A review of the early academic literature that spans the disciplines of both sport and tourism confirms a disparate approach to this topic. Before the 1990s, insights into sports tourism were mainly provided through research in related domains. As the academic study of sport tourism has progressed, the sport began to receive much more targeted attention as reflected in the assortment of sport tourism typologies that have recently emerged. Despite increasing focus on the basic nature of sport within a tourism system, there has been very little explicit discussion of sport within current theories on tourist attractions (Hinch and Higham, 2001).

2.3.3. The relation between sport and tourism

The relationship between sport and tourism started in ancient times when people were competing against each other to show who is the strongest, run the fastest, who can jump or throw the furthest, or jump the highest (Saayman, 2012).

Marsh and Henshall (1987) mentioned that tourism is an industry and a physical, emotional, intellectual, and spiritual experience. Tourist activity consists of several organizations that feed the collective dreams of the tourists and carry out a liberating function in a society dominated by logic but in need of the legendary and the mythical. It is a liberating myth and a great adventure for a lot of workers. The main representative of this thought is who was suspended for a while.

In this space (indoors or outdoors) the daily world remains behind and the traveler becomes absorbed in another dimension, this dimension can take place outdoors, indoors, or in a combination of the two. Outdoors seems to indicate a specific way of looking at nature nowadays, merely the contrast to living indoors, in towns with offices, closed houses, etc. Mankind has always been in a relationship with nature. The mere “outdoor” sight, however, seems to be a total neutralization compared to the emotionally highly loaded relationship in former times. This evidently implies a new way of preparing landscapes for being appreciated and used by tourists. But as not all tourists are outdoor freaks, one cannot do this entirely. So, new land uses and infrastructures evolve (Sayed, 2020).

2.3.4. Sport investment

Sports investment is a newly emerging economic approach that emerged in the mid-seventies after increasing the volume of oil production and the consequent rise in prices, which is in fact a type of investment. Definition of sports investment: “It often includes sacrificing a set of planned investment expenditures in order to obtain a larger expected set of cash flows, which are generally characterized as uncertain during different periods of time.” It was also defined as “the sacrifice of current funds to obtain future returns (Abd-Alla, 2004).

2.2.5 Objectives of sports investment

Among the most important goals that sports investment seeks to achieve are the following:

- 1- Achieving a return or material profit: The goal of any investor is to achieve an appropriate return and appropriate profitability to help him continue his project. Hence, the main concern of any person who wishes to invest his money is to achieve appropriate profits and avoid loss.
- 2- Maintaining the value of the assets or maintaining the value of the original capital of the investor in various projects in the fields of physical education and sports. Maintaining the value of the original capital of the project.

3- Income continuity and increase: The investor in the field of physical education and sports aims to achieve income through continuous work to increase and develop it constantly.

4- Ensuring the necessary liquidity to meet work obligations and cover emergency situations (Al-Shafi'i, 2006).

2.2.6 Factors affecting investment in the sports field:

The importance of sport and its spread and popularity at the global level and the wide popularity of sport made it an important field to attract investors to increase capital, and this reflects the real and civilized role that sport plays in public development on this one hand, and on the other hand, we find the investment of utmost importance in the sports field through the help of the authority and the sports institution to achieve its goals. Fadl-Alla (2012) illustrated the factors affecting investment in the sports field in the following:

1- Stability: It is the extent of stability in the policies pursued by the state, whether in the political, economic, and financial fields of the state or society, and the extent of government intervention and control over the sports field.

2- The legal system and regulation: stable policies, whether by rules and procedures, aimed at protecting the investor, contracts, and transactions between the parties, with the development of a legal system in the judiciary that helps to resolve disputes quickly and fairly.

3- Infrastructure: stadiums, sports facilities, and equipment for players and the technical staff.

4- Workers "employment": individuals working in the field of sports investment, whether heads or Subordinates, players, administrators, audience, or coaches.

5-Funding: the various sources of funding, there is a difficulty in not knowing the nature of the fields of sports, as a traditional view, sports have become a source of high profits and economic return to society

2.2.7 The impact of sports investment on sports tourism (The experiences of countries from investing in the sports field).

Abd-Alla (2021) mentioned that one of the areas of most interest in investment in the sports field is the FIFA World Cup and the Summer Olympics, due to the huge and large budgets they contain, and the focus of great interest for many large investment companies and investors. Some experiences of countries investing in these two aspects: Investing in hosting the FIFA World Cup and investing in the Summer Olympics) will be addressed focusing on expenditures and revenues.

First: models of the countries that hosted the FIFA World Cup, and the volume of expenses and revenues generated.

The actual increase, demand, and spread of football among the people of the world of all classes and levels, resulted in an increase in the number of football followers behind television screens, and this is the reason that attracts investment companies and investors to invest in the sports field, specifically in football, and since the beginning of the World Cup in 1982. The total revenue in that year amounted to \$2

billion. This amount represents sponsorship expenses until the sponsorship contract reached \$16 billion in 2018, and the fields of sponsorship vary in sports, especially in football (Abd-Alla, 2021).

Second: models of the countries that hosted the Olympic Games, the volume of expenditures and revenues, and its impact on the economy of countries.

Many countries have hosted the Olympic Games, and many of these countries have economically failed to achieve a positive financial resource for their budget, as some countries until today are paying off the losses, and the debts incurred by their budgets from the failure that affected them from this hosting, and China is the only country that has so far it of hosting these events, specifically in the 2008 Beijing Olympics (Abd-Alla, 2021).

From the costs of the Olympics and the experiences of countries, it can be concluded that:

The cost of the Summer Olympics in the Chinese city of Beijing was the lowest in exceeding the allocated budget among the experiences of all countries by only 2%, and this indicates the success of all financial and economic studies, and feasibility studies that were conducted for this Olympics, as well as many developed countries that lead the world Economically, it has failed miserably in hosting international sporting events, specifically in hosting the Olympics, for example Britain in hosting the Olympics in the Summer Olympics in London in 2012, where it developed and allocated a budget for this event estimated at 15 billion dollars, and Russia in hosting a session The Winter Olympics in Sochi in 2014, set and allocated a budget for this event estimated at \$21.9 billion, and these two events are considered at the level of their budgets of the largest budgets that have been monitored for hosting, however, these two experiences failed to study their feasibility financially and economically, as the first Its budget exceeded by 76%, and the second exceeded by 289%, and we also conclude that France and Canada both re-hosted them three times, and all of them were successful. The financial failure, specifically the creation of a large financial deficit, and each of them in all three experiments exceeded the allocated budget in different proportions, and neither of them benefited from the previous experiences, and this is an extension of the financial and economic management failure and indicates the weakness of all studies that were developed for this (Abd-Alla, 2021).

2.2.8 Qatar's experience to host the 2022 World Cup

Qatar states it able to get the right of hosting the championships in 2022. Qatar submit excellence competitive file for hosting comparing with other competitors that have human resources and sporty history. Qatar seeking from this hosting to achieve its national and global identification and inheritance of civilization according to strategic perspective of soft power in line with Qatar national perspective in 2030, and achieving of economic, social, environmental and civilization benefits by the championships. The estimated size of investments in championships up to 200 billion dollars. This number represents a big investment size in sport event in the world. In the investment side, Qatar face (political risk) lies in reluctance some of countries and tries to failure championships organizing. In contrast, the power of Qatar economics and the durability among people and government represents the real pillars in its ability to organizing the championships in its schedule; this fact represents a core conclusion of our research. This research adopts a descriptive and analytical method

to prove its hypothesis and achieved the research aims. To cover the research content, it has included: Section One: Investment: concepts, benefits and costs. Section Two: sport investment in world cups championships in football. Section Three: The Foresight Sides of Qatar Hosting for World Football Cup 2022 (Al-Shukraji et al, 2019).

Table (3): The host countries of the World Cup, the year of hosting, and the impact of hosting on the country's economy.

host country	year of hosting	Hosting costs	Revenue from hosting	Impact on the country's economy
USA	1994	340	420	Positive return of 80
France	1998	340	401	Positive return of 61
Japan/ South Korea	2002	5000	9000	Positive return of 4000
Germany	2006	6200	12000	Positive return of 5800
South Africa	2010	3200	4900	Positive return of 1400
Brazil	2014	13500	30000	Positive return of 16500
Russia	2018	20000	13500	Positive return of \$6500

Numbers are in millions of dollars

Source: International Monetary Fund, 2021

2.2.9 Sports Projects offered for investment in Egypt

many sports facilities were invested during the previous three years, where the investment cost amounted to about 4 billion Egyptian pounds, many sports investment projects have been established in Egypt, which can be mentioned in the following points: (Central Administration for Minister's Office Affairs, 2021)

- 1- Sports City in the new administrative capital
- 2- Four handball halls hosting the World Cup:
- 3- Burg El Arab Hall
- 4- Cairo stadium hall
- 5- 6th of October Hall
- 6- Covered hall in the new administrative capital
- 7- Elnady club in Sheraton

- 8- Elnady Club in October 6
- 9- Sports City in Port Said
- 10- Implementation of 90 stadiums in the various governorates of Egypt.

2.2.10 Investment offering projects in the facilities of the Ministry of Youth and Sports:

Central administration for Sports Investment (2021) mentioned that There are many investment projects in the facilities affiliated to the Ministry of Youth and Sports during the past three years in many governorates of the Republic, as follows:

Table (4): Investment projects in the facilities affiliated to the Ministry of Youth and Sports

N	governorate	The number of facilities to which projects have been awarded	The number of investment projects	Construct on value	total return on investment	First-year usufruct
1	Suhag	2	2	69000000	101505879	1380000
2	Cairo	25	25	3600000	25285315	3552000
3	Kafr-Elshiekh	4	4	6180000	6926114	-
4	Minia	8	8	2150000	5151072	491568
5	Menoufia	2	2	1400000	3978794	422400
6	Giza	1	1	700000	1610220	11250
7	Total	42	42	83030000	144457394	5857218

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

Table (7) shows the number of investment projects in the facilities affiliated to the Ministry of Youth and Sports in many governorates during the previous three years. Suhag governorate occupies the first place in terms of the construction value of 2 projects, which amounts to 69,000,000 Egyptian pounds with a total return on investment of 101,505,879 Egyptian pounds, where The value of the usufruct for the first year is 1380,000 Egyptian pounds.

3. Methodology

To achieve the aim of the study, the descriptive statistics methodology has been used. The study analyzed secondary data related to sport and tourism investment (from the official tourism and sport authorities) and primary data based on interviews. A quantitative approach was used to assess the opinions of the key officials of sport and tourism authorities in Egypt. The interviews were developed and directed to:

- 1- The key officials at Egyptian Ministry of youth and sports.
- 2- The Egyptian MOT (economic section)

3- Number of directors of sport and tourism authorities.

4- member of Teaching Staff in faculty of tourism and hotels, and faculty of physical education.

The study administrated (20) interviews on expert specialists in sport and tourism sector in the official authorities from 15 April to 30 April 2022.

The personal interview questions are designed to achieve a number of the module:

- Identifying the requirements for sports investment in Egypt to be able to host international sports tournaments and competitions such as the Olympics, the World Cup for clubs and teams, and others.
- Determining requirements for sport investment in Egypt.
- Determining the obstacles facing sports investment in Egypt.
- The role of the human element in the field of sports and tourism investment.
- The role of the sport law in the field of sports investment in Egypt.
- The availability of a sport marketing strategy in Egypt.

4. Results

Personal interviews were conducted for 20 officials from the Ministry of Youth and Sports and the Ministry of Tourism, and some of members of Teaching Staff in faculty of tourism and hotels, and faculty of physical education, a number of results were reached:

1- Regarding the most important obstacles that hinder sports investment in Egypt,

half of the interviewers (50%) mentioned that regulations, and laws are the most important obstacles that hinder sport investment in Egypt. Moreover, sports investment law needs to be amended to comply with international laws and regulations.

While the others (50%) mentioned that weak marketing and promotion of sports projects and activities, the lack of a culture of investment in the sports field among the investor, Lack of sufficient trained personnel, lack of financing can be considered as the most important obstacles that hinder sport investment in Egypt.

2- Considering Sports Law No. (71) of 2017 serve sport investment process in Egypt,

Most of interviewers (70%) agreed that Sports Law No. (71) of 2017 serve sport investment process in Egypt, their answers were based on the fact that the law contains legislation on sports investment.

Some interviewers (30%) didn't support that sports Law No. (71) of 2017 serve the investment process in Egypt, as they mentioned that sports law needs to be modified to be in line with international laws and legislation.

3- As for the requirements for sports investment in Egypt to be able to host international sports tournaments and competitions such as the Olympics, the World Cup for clubs and teams, and others,

Some interviewers mentioned that the requirements for sports investment in Egypt are represented in “Developing the infrastructure and establishing more gyms, gymnasiums and stadiums and marketing them globally, moreover, amending the legislation and laws related to sports investment.

Moreover 30% of interviewers added “developing a professional system to promote sports tourism programs and various sports activities, as well as continuous development and training of human cadres in the sports field.

While two interviewers added that eliminating bureaucracy and decentralization in the sports field are the most important requirements for sports investment.

4- The qualified human resources to manage the sport process and sport tourism in Egypt.

Most interviewers stated that Egypt has scientifically qualified sports cadres to manage any sporting or tourist event in Egypt.

While others (30%) indicated Egypt has the human component in the sports field, but it is inefficient and needs training and upgrading.

5- As regards of the existence of a professional system to promote sports tourism programs, activities, events and sports facilities in Egypt

All of respondents indicated that there is no a professional system to promote sports tourism programs, activities, events and sports facilities in Egypt. Assistant Minister for Youth Centers Affairs pointed that there are some promotional measures, but there is no promotion system on scientific grounds. Assistant Minister for Investment Affairs in Youth Centers added “Promoting sports tourism programs and sports activities is an individual endeavor”.

5. Discussion

The field study reached a number of results, the field study concluded that sport investment law needs to be amended to comply with international laws and regulations, and weak marketing and promotion of sports projects and activities, furthermore, the lack of a culture of investment in the sports field among the investor, Lack of sufficient trained personnel, and lack of financing consider the most important obstacles that hinder sport investment in Egypt. This is consistent Fadel Alla (2012) who illustrated the factors affecting investment in the sports field which include stability, the legal system and regulation, infrastructure, workers "employment, and Funding.

On the other hand, the field study determined the requirements for sport investment in Egypt conclude “developing a professional system to promote sports tourism programs and various sports activities, furthermore, continuous development and

training of human cadres in the sports field. developing a professional system to promote sports tourism programs and various sports activities, furthermore, continuous development and training of human cadres in the sports field. Finally, eliminating bureaucracy and decentralization in the sport field. This is consistent with what was mentioned in the theoretical study. Qatar it was able to get the right of hosting the championships in 2022. Qatar submit excellence competitive file for hosting comparing with other competitors that have human resources and sporty history, The estimated size of investments in championships up to 200 billion dollars. This number represents a big investment size in sport event in the world, the power of Qatar economics and the durability among people and government represents the real pillars in its ability to organizing the championships in its schedule (Al-Shukraji et al, 2019).

The field study also demonstrated that there is no a professional system to promote sports tourism programs, activities, events and sports facilities in Egypt, it was also reached through the opinions of some experts and specialists in the field of sports investment to there are some promotional measures, but there is no promotion system on scientific grounds, and promoting sports tourism programs and sports activities is an individual endeavor.

6. Conclusion and recommendations

6.1 Conclusion

According to interviews most of the respondents pointed that the most important obstacles that hinder sports investment in Egypt summarized in Regulations, laws and regulations, Sports investment law needs to be amended to comply with international laws and regulations, Weak marketing and promotion of sports projects and activities, and lack of a culture of investment in the sports field among the investor, moreover, lack of sufficient trained personnel

Most of respondents stated that sports Law No. (71) of 2017 serve the investment process in Egypt, because there is a regulation for investment in the sports field. Other word, some of the answers mentioned that sports law No. (71) of 2017 needs to be modified to be in line with international laws and legislation.

Furthermore, the study concluded that the requirements for Egypt to be able to host international sports tournaments and competitions such as the Olympics, the World Cup for clubs and teams, and others- represented in Developing the infrastructure and establishing more gyms, gymnasiums and stadiums and marketing them globally, and amending the legislation and laws related to sports investment, as well as Developing a professional system to promote sports tourism programs and various sports activities.

According to interviews most of the respondents stated that Egypt have the qualified human resources to manage the sports process and sports tourism in Egypt. But some respondents said that Egypt has the human component in the sports field, but it is inefficient and needs training and upgrading.

Other word, the study concluded that there is no a professional system to promote sports tourism programs, activities, events and sports facilities in Egypt. There are

some promotional measures, but there is no promotion system on scientific grounds. Therefore, promoting sports tourism programs and sports activities is an individual endeavor.

Therefore, the results of the study show obstacles of sports investment in Egypt, sports Law No. (71) of 2017 and its role in sport investment, the requirements for Egypt to be able to host international sports tournaments and competitions such as the Olympics, the World Cup for clubs and teams, and others, and the human resources in sports and sports tourism field in Egypt, moreover, the professional system to promote sports tourism programs, activities, events and sports facilities in Egypt.

The results of the research also showed that there is a remarkable progress in the rate of tourism and sports investment during the recent period, in addition to hosting many international sports tournaments in Egypt, which is considered a good indicator of the improvement of sports tourism and the increase in the rate of sports investment in Egypt.

6.2 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.

- Developing a professional system to promote sport facilities and sports tourism programs, by creating of a marketing department for sports tourism, integrating between the ministry of youth and sports and the ministry of 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.
- Continuously developing and qualifying the human component in the sports field in advanced way.
- The country should Tighten censorship on the media to play its part in promoting Egypt as a sport tourism destination, and attracting sport investments.
- Reduce procedures and provide a package of incentives to encourage investors to invest in sport field in Egypt.

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تقييم الاستثمار الرياضي وتأثيره على السياحة الرياضية في مصر - المعوقات والمتطلبات

الاستثمار كمنط عالمي في الوقت الحالي يعتبر صناعة معقدة ويتضمن العديد من الصناعات الأخرى بداخله أكثر من الرياضة نفسها، فهناك العديد من المجالات الاستثمارية داخل جمهورية مصر العربية، هذه المجالات تساعد في استقرار وتقدم عملية التنمية. وتهدف الدولة المصرية الى فتح باب الاستثمار أمام المستثمرين لتحقيق تنمية إقتصادية وإجتماعية في حدود إطار السياسة العامة للدولة والخطة القومية.

تهدف هذه الدراسة الي دراسة عوائق ومتطلبات الاستثمار الرياضي في مصر وتحديد أثر الاستثمار الرياضي على السياحة الرياضية والتي تتمثل في استضافة البطولات والأنشطة الرياضية الدولية والعالمية في جميع الرياضات وذلك من خلال عرض تجارب بعض الدول وتحليل نتائج المقابلات الشخصية، وقد اعتمدت الدراسة الميدانية على المنهج الوصفي من خلال عقد مقابلات شخصية مع عدد (10) أجريت مع بعض المختصين بوزارة الشباب والرياضة والسياحة والآثار وعدد من المديرين بالهيئات الرياضية، بالإضافة الى بعض أعضاء هيئة التدريس بكليات السياحة والفنادق والتربية الرياضية. وقد أظهرت نتائج الدراسة النظرية ان هناك العديد من المعوقات التي تعوق عملية الاستثمار الرياضي في مصر والتي تتمثل في قلة العمالة المدربة والكفاء، وعدم وجود نظام محترف لترويج برامج السياحة الرياضية في مصر كما هو متبع في الدول المتقدمة في مجال السياحة الرياضية، كما توصل البحث أيضاً إلى عدد من المتطلبات اللازمة للإستثمار الرياضي في مصر لكي تصبح قادرة على إستضافة البطولات والأنشطة والاحداث الرياضية الدولية والعالمية المختلفة (مثل الأولمبياد - كأس العالم - البطولات القارية)، كما تم التوصل أيضاً إلى ضرورة تعديل اللوائح والقوانين المنظمة للإستثمار الرياضي بالإضافة الى تطوير منظومة محترفة للتسويق الرياضي وترويج برامج السياحة الرياضية.

كما أظهرت نتائج البحث أن هناك تقدماً ملحوظاً في معدل الاستثمار السياحي والرياضي خلال الفترة الأخير بالإضافة الى إستضافة مصر الى العديد من البطولات الرياضية الدولية وهو ما يعد مؤشرا جيدا لتحسن حركة السياحة الرياضية في مصر واستعداد مصر الى استضافة وتنظيم العديد من البطولات الرياضية الدولية مستقبلا ، فضلاً عن ذلك نستخلص من نتائج الدراسة الميدانية أن الاستثمار السياحي والرياضي من انشاء الفنادق والقرى السياحية وتطوير الأندية الرياضية وإستادات وصلات الألعاب الرياضية المختلفة وتطوير وتحسين البنية التحتية بالمناطق الرياضية المختلفة بالإضافة الى انشاء وتطوير شركات السياحة وتأهيل العنصر البشري العامل بقطاع السياحة الرياضية يساعد على زيادة حجم السياحة الرياضية في مصر عن طريق تنظيم البطولات الرياضية الاقليمية والدولية واستضافة المهرجانات والأحداث الرياضية المختلفة وجذب شريحة كبيرة من السائحين الرياضيين للممارسة الرياضات المختلفة.

يوصى البحث بأنه يجب علي الدولة العمل على تطوير منظومة محترفة لترويج برامج السياحة الرياضية في مصر والترويج لمصر كمقصد للإستثمار الرياضي، كما أوصى الباحث بأنه يجب على وزارة الشباب والرياضة تعديل قانون الرياضة فيما يتعلق بالاستثمار الرياضي ليتضمن آلية للتمويل مشابهة للدول المتقدمة في مجال

الاستثمار الرياضي، بالإضافة إلى تدريب وتأهيل العنصر البشري العامل بقطاع السياحة الرياضية والعنصر البشري المنوط بإدارة العملية الرياضية والتسويق للمنشآت الرياضية داخليا وخارجياً.