

Design of the diploma program of physical education and sports specialization of the management of health clubs in the light of quality standards

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Introduction and Research Problem:

The human resources force is the basis and input of the various nations, to achieve wealth and success of the process of community development in a changing and growing global framework, and the competition and high quality of university and higher education, especially with the increase in the enrollment of institutions and programs of higher education, university and alumni. The University is demanding more than ever to work on human investment with the maximum possible capacity, through the development of human skills and the development of new disciplines suited to the requirements of the age while taking care to graduate cadres and creative minds and competencies and expertise capable of innovation and creativity Those necessary to deal with all the developments and changes taking place in the era of skills. (7: 15,6)

With the rapid increase in knowledge, business changes and requirements, and the composition and distribution of the workforce changes. These changes include the decrease in the need for unskilled labor, the change in business technology, the increase in the service and information professions, the change in the role of women in work, and the continuous increase in unemployment among young people who do not have labor market requirements. These changes lead to the need to plan professional preparation programs to cope with these changes. The university, when preparing young people for careers, does not prepare them for careers for life. It is important to develop their curricula and study and training programs to cope with the ongoing changes in the business and the labor market. Hence the importance of studying the academic preparation of the Sport for All Program for the elderly as it is responsible for carrying out the activities carried out by the elderly of all kinds (1: 27, 25)

Health clubs have become one of the most important fields of investment in sports. Their development has become a necessary necessity of life. The use of modern technology and scientific progress show the importance of practicing sports activities in the lives of individuals and peoples. This development influenced the ways and methods of thinking in general terms. The system of education and leisure time in our Egyptian society where health clubs have become an urgent necessity and a necessity in the lives of individuals and in educational and educational institutions. (124: 4)

Many of the societies that pioneered health clubs, with their philosophies and systems, were interested in preparing health club managers to meet the needs of

these communities. Thomas Plummer noted that the manager of the health club must have some leadership qualities so that he can lead people towards To achieve successful work, first he needs to have knowledge and therefore must be familiar with how to manage the work of the health club and how to manage employees in different jobs, in addition to having knowledge about health and nutrition (6:42)

Due to the importance of the role of the director of the health club in achieving the objectives of the health club varied, it became necessary to prepare managers and management of the health club through specialized academic institutions. Therefore, the researchers are trying through this research to design the program of management diploma of health clubs in light of quality standards.

Search Aims:

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related studies:

- Terry & Denise (2014) (16) conducted a study entitled "Multivariate Exploratory Study to Review and Review Organizational Obligations in Health Sports Clubs". The study aimed at analyzing organizational variables in health sports clubs. 17) health club, and the most important results identified eight variables by managers to attract customers and maintain them variables related to the administrative aspects and the level of administrative service provided to them and variables related to the social aspects and also variables related to the various aspects of entertainment, including the modernity of devices and Diversity and variety of activities practiced within the health club and other aspects that attract customers and ensure the continuation of their practice

Habbah Ahmad Bastawi Ahmed (2013) (11) a study entitled Total Quality Management as an input to improve the administrative performance of health clubs in Alexandria "The study aims to develop the administrative performance of the health clubs in Alexandria Governorate in the light of TQM, by identifying the extent of commitment The management's belief in the management of the total quality, the extent to which the management focused on the client, the availability of effective management of the human element in the health club, the availability of the training system for health club employees, the availability of the integrated health information system, The researcher used the descriptive approach to follow the survey method for the nature of the study. The study sample was chosen from (Health Club Manager, Assistant Manager, Supervisors, Sports Trainers, Massage Specialists, Receptionists, Workers The basic sample of the study was 230 samples and the sample was 50 samples from outside the basic research sample. The researcher used the questionnaire as a data collection tool and the researcher concluded that the management of the health club And the wishes of the beneficiary one of its responsibilities, there is no effective system to study complaints and inquiries of subordinates and their

degree of satisfaction, the management of the health club does not improve and develop the services and activities and programs provided to the beneficiaries, there is no system to assess the performance of individuals, and is not using specialized experts to identify training needs, The health club methodology to determine their needs of modern technologies.

- Shaima Mohammed Yahya (2012) (4) a study entitled "Effective management of the human element and its role in the quality of performance and satisfaction of beneficiaries in health clubs" The study aims to 1 - identify effective management systems for the human element in the health clubs in question 2 - The quality of the performance of the employees 3 - measuring the satisfaction of the beneficiaries of the quality of services provided 4 - determine the relationship between the quality of human performance and satisfaction of beneficiaries, and used the descriptive method, analytical and case study and comparison between the community and sample research, the research community consists of hotels in the Arab Republic of Egypt, club The study was chosen as a representative of the community in a deliberate manner. It consisted of 14 hotels. The permanent beneficiaries were randomly selected from the participating members of the two sexes, as well as the beneficiaries of the Egyptians and foreigners. The researcher determined the objectives of effective management of the human element accurately To the existence of a clear and approved plan to meet the needs of employees or beneficiaries of the health club from the administrative point of view, the management of the health club to clarify the functional description of various work and in the light of clear criteria allow them to select competencies Of the human elements that have the skill, qualification and standards.

- The study aims at building a proposed organizational structure for the management of health clubs in tourist villages by identifying the objectives of health clubs in the tourist villages and policies. And the basic functions of health clubs in tourist villages and jobs in sections of health clubs. The researcher used the descriptive method in the survey method to suit the nature of the study. The sample of the research was 100 health clubs in the tourist villages in the Red Sea, 300 of the research community 300 health clubs in the tourist villages in Red Sea Governorate, the basic sample for workers within the health clubs 95 director 85 supervisors 76 marketing specialists. The researcher used the questionnaire as a means of data collection, and the researcher reached a proposed organizational structure for the management of health clubs in tourist villages

Glena Bower (2011) (15) conducted a study entitled "The reluctance of members to continue training in health sports clubs." The study aimed at identifying the reasons for the reluctance of trainees or clients to continue to participate in health dew. The number of members of the community of 10 different health clubs levels. The most important results were as follows: 1. The trainee was quick to obtain the results of the training quickly. 2. The lack of

sports culture among some customers, Inside the health club does not contain a ton atmosphere So what drives customers to boredom and non-continuity 4 - Different cultures between customers who are reluctant to the health club feel some customers not satisfied, which leads some to reluctance and not to continue to exercise in the health club

Search proceedings

Research Methodology: The researchers used the descriptive approach.

Research Community: The research community is comprised of graduate students from the Faculty of Physical Education for Boys at Helwan University, specializing in the training and management of health clubs for the academic years 2015-2014 (2016: 2015, 2016: 2017).

Sample of the research: The researchers randomly selected the sample of the sample. The sample size (282) among the graduates of the Bachelor of Physical Education program reached two sports training and sports management divisions since the academic year 2014 until 2017. The sample size reached (174) Graduated students for three years, working in health clubs (managers, trainers) and the size of the sample (90) individuals.

Data collection tools

The researchers used the following data collection tools:
 - Application form of the Diploma of Management of Health Clubs "Annex 2" and follow the researcher in building on the following steps
 - Identification of six axes reached by the researchers through the collection of information through access to reference studies and specialized references, Annex (3).

The researchers presented the proposed topics to (11) experts in the field of sports management, health clubs and quality facility (1), to express their opinion on the suitability and adequacy of the design of the program form. The researcher agreed to stay on the axes that have 85%) And more, Table (1).

Table (1) Percentage of expert opinions towards the preliminary picture of the proposed program axes (n = 11)

م	Program axes	suitable	inappropriate	percentage
١	Objectives of the proposed management program for health clubs	١٠	١	%٩٠,٩
٢	Targeted Learning Outcomes for the proposed Health Clubs Management Diploma Program	١١	٠	%١٠٠
	أ. Knowledge and understanding			
	ب. Mental			
	ج. Professional and practical skills			
د. General and movable skills				
٣	Contents of the Proposed Health Clubs Management Diploma Program, Admissions Policy and Admission Requirements	١١	٠	%١٠٠
٤	Areas of Work for the Proposed Health Clubs Management Diploma Program	١١	٠	%١٠٠

٥	Methods of teaching and learning Diploma program management of the proposed health clubs	١١	٠	%١٠٠
٦	Ways to Evaluate the Proposed Health Clubs Management Diploma Program	١١	٠	%١٠٠

The specific phrases for each axis were put forward and were presented to the experts for their opinion on the appropriateness of the phrases and their relevance to each axis.

Based on the opinions of the experts, the expressions obtained with a percentage of approval of (75%) or more were accepted and a number of statements that were not considered suitable for the program's axes were excluded (5). Thus, Of the axes.

Table (2) Number of statements for each axis of the proposed program axes

٢	Program axes	Number of phrases in each axis
١	Objectives of the proposed management program for health clubs	٤
٢	Targeted Learning Outcomes for the proposed Health Clubs Management Diploma Program	
	أ. Knowledge and understanding	٥
	ب. Mental	٥
	ج. Professional and practical skills	٤
	د. General and movable skills	٣
٣	Contents of the Proposed Health Clubs Management Diploma Program, Admissions Policy and Admission Requirements	١٤
٤	Areas of Work for the Proposed Health Clubs Management Diploma Program	٣
٥	Methods of teaching and learning Diploma program management of the proposed health clubs	١٠
٦	Ways to Evaluate the Proposed Health Clubs Management Diploma Program	٦
Total number of statements		٥٤

The researchers developed a three-pronged scale of responses to the questionnaire terms as follows:

(Suitable) and estimated at three degrees. - (Appropriate modification) and estimated at two levels. - (Not appropriate) and estimated at one level.

validity: The researchers used the validity of internal consistency to calculate the validity of the proposed program expressions by finding the correlation coefficient between each statement and the total degree of the axis represented by it. All the statements were statistically significant at 0.05 level, 6)

reliability : The researchers used the method of reliability of the alpha-cronbach method for the sub-axes and the total score. The values of the stability coefficient ranged between 0.655 and 0.711 on all axes of the proposed program, indicating that the axes have an acceptable degree of stability.

View and discuss results:

Table (3) Frequency, estimated total, percentage and rank of the goals of the Diploma program of physical education and sports specialization of the management of health clubs. (N = 282)

Rank	Phrases	Frequency			Total Estimated	Percentage
		Very agreeable	moderately	Not agree		
1	Understand the principles and principles of public administration, sports management and management of health clubs	210	08	9	227	91,1
2	Recognition of the scientific bases and legal regulations related to the establishment and establishment of health clubs	220	02	10	232	91,0
3	Using the continuous self-development of his personal and professional skills	184	83	15	282	86,6
4	Recognition of the uses of modern technological methods in professional and technical practices at the health club	234	37	11	282	93,1

It is clear from Table (3) that the responses of the research sample on the terms of the first axis ranged between (93% and 86.6%). The researchers say that in order for the health club specialist to carry out his mission, And this requires that the opportunity be prepared through a program on scientific grounds with clear and specific objectives, and to have the opportunity to exploit all its capabilities and potentials, in order to achieve satisfactory results and fruitful. Echevaria (2000), 14 (Carole Veir, 2003), 12 agree that the beneficiaries of the program should be involved in setting the objectives of the program that will help them to develop with the requirements of the new profession, and training in self-learning methods to achieve optimum work performance.

Table (4) Frequency and Estimated Total and Percentage of Educational Results Targeted for Physical Education and Sports Diploma Program for the Management of Health Clubs. (N = 282)

Rank	Phrases	Frequency			Total Estimated	Percentage
		Very agreeable	moderately	Not agree		
	Knowledge and understanding					
1	Recognizes the scientific bases in the management of health clubs	200	72	10	282	89,1
2	Identifies the problems related to supervising the employees of the health club and how to overcome them in the light of the information and possibilities available	210	06	11	227	90,8
3	shows the economic impact of work in the field of health clubs on the founders and the general economy.	203	60	19	282	89,1
4	Recognizes the legal aspects and social legislation related to the establishment, establishment and	219	09	5	233	92,1

	management of health clubs.					
	Determines the planning criteria for health clubs in light of the objectives	٢١٠	٦٣	٩	٧٦٥	٩٠,٤
	Mental skills					
	Analyzes issues related to the management of health clubs and arranges them in accordance with their priorities	٢١٧	٤٩	١٦	٧٦٥	٩٠,٤
	summarizes the most important requirements of the profession of the director of the health club, the administrative club health and market activities and programs of the health club	١٩٠	٧٩	١٣	٧٤١	٨٧,٦
	Review the latest scientific researches in the field of health clubs and analyze them	٢٤٠	٤٠	٢	٨٠٢	٩٤,٨
	Analyzes data and demonstrates strengths and weaknesses	١٩٩	٧٢	١١	٧٥٢	٨٨,٩
	Professional decision making in light of available information	٢٢٦	٤٩	٧	٧٨٣	٩٢,٦
	Practical professional skills					
	can communicate with some of the health clubs and training through and with the help of the department	٢٤٢	٣٤	٦	٨٠٠	٩٤,٦
	The theoretical information is applied in an applied form in its training place	١٩١	٨١	١٠	٧٤٥	٨٨,١
	Write professional reports	٢١١	٥٨	١٣	٧٦٢	٩٠,١
	Plans to market the health club, its programs and activities well	٢١٠	٦٣	٩	٧٦٥	٩٠,٤
	General and movable skills					
	Utilizing modern tools and technologies in health club management	١٨٢	٨١	١٩	٧٢٧	٨٥,٩
	Can implement human resources management procedures and policies	٢٠١	٧١	١٠	٧٥٥	٨٩,٢
	Acquires effective communication skills at the health club (target category - workers - administrators trainers	٢٠٠	٧٠	١٢	٧٥٢	٨٨,٩

It is clear from Table (4) that the responses of the research sample on the terms of the second axis ranged between 94.8% and 85.9%. This is due to the need for the specialist to know many knowledge and concepts related to the field of health clubs that contribute to the formation of his knowledge structure, The frameworks in which a health club specialist can move through and enable him to practice his professional work. As well as developing his skills in analysis, excellence, evaluation, classification, conclusion and innovation in the light of the information and knowledge he has acquired as well as his ability to develop solutions to the problems encountered in the planning and implementation of health club programs. It is also necessary for workers in the health clubs to acquire behavioral patterns that make it able to deal with its employees As well

as the need to develop its capabilities to use modern methods and methods of technology in the implementation of health programs, and the ability to record data, analysis and classification. Also confirms Mohammed Mohammed Alhamahmi, and Amin Anwar Kholi (2001) provides that physical education programs seeking to keep pace with scientific progress, which is characterized by the modern era, and therefore depend built on modern scientific, educational and social foundations so contribute to the needs of society and individuals cope with the educational philosophy of the community (9:37). The Standards of the Accreditation Council (COA, 2004) also refer to the ability to apply existing technology to professional practices separately and in integrated formats of professional practices. Examples of technology include reporting, slide programs, database management, presentations and graphics programs, Internet. (13:15)

Table (5) Frequency and estimated total and percentage on the third axis The content of the diploma program of physical education and sports specialization of the management of health clubs (n = 282)

م	Code and Number	Course	Frequency			Total Estimated	Percentage
			Very agreeable	moderately	Not agree		
1.	م.ط. ٥٠١	Principles of Physical Education	٢١٩	٥٤	٩	٢٧٤	٩١,٥
2.	ن.ف. ٥٠١	Measurement and Evaluation in Physical Education	٢١٩	٥٤	٩	٢٧٤	٩١,٥
3.	أ.ر. ٥٠١	Scientific Management Entrance	٢٣٤	٣٧	١١	٢٨٢	٩٣,٠
4.	أ.ر. ٥٠٢	Laws and Ethics of dealing with customers of health clubs	٢١٠	٧٠	٢	٢٨٢	٩١,٣
5.	أ.ر. ٥٠٣	History and Development of Health Clubs	٢٢٣	٥١	٨	٢٨٢	٩٢,١
6.	أ.ر. ٥٠٤	Strategic Planning of the Health Club	٢٢٤	٤٦	١٢	٢٨٢	٩١,٧
7.	أ.ر. ٥٠٥	Marketing of health clubs and their programs	٢٠٧	٦٦	٩	٢٨٢	٩٠,١
8.	أ.ر. ٥٠٦	Contemporary Issues in the Management of Health Clubs	٢١٠	٦٧	٥	٢٨٢	٩٠,٩
9.	أ.ر. ٥٠٧	Competencies and specifications of the directors of health clubs	٢١٩	٤٨	١٥	٢٨٢	٩٠,٨
10.	أ.ر. ٥٠٨	Establishment of health clubs	١٨٩	٨٦	٧	٢٨٢	٨٨,٢
11.	أ.ر. ٥٠٩	Public Relations Portal for the Directors of Health Clubs	٢٠٤	٦٣	١٥	٢٨٢	٨٩,٠

12.	أ.ر. ٥١٠	Organizing sports competitions	٢٠٦	٦٧	٩	٧٦١	٩٠,٠
13.	أ.ر. ٥١١	Management of seminars, conferences and courses	١٨٨	٨٥	٩	٧٤٣	٨٧,٨
14.	أ.ر. ٥١٢	Management of training programs for the development of workers in health clubs	١٨٤	٨٤	١٤	٧٣٤	٨٦,٨

It is clear from Table (5) that the responses of the research sample on the terms of the third axis ranged between 93% and 86.8%. The researchers believe that it is essential that the specialist recognize the general basis of management, the history and development of health clubs, As well as the laws and ethics that must be in place to deal with those who are hesitant. According to Muhammad Kamal Samanoudi 2001, when designing the program, many variables must be considered while building the program. The program should be associated with the organization's mission, Esters And the participation of target groups in programs in program planning, since programs can not be planned beyond the actual reality and needs of the target group of programs. (8: 67, 68)

Table (6) Frequency and Estimated Total and Percentages on the Fourth Axis Fields of Work for Diploma Program of Physical Education and Sports Management of Health Clubs (N = 282)

م	Areas of work	Frequency			Total Estimated	Percentage
		Very agreeable	moderately	Not agree		
1	Private health clubs	٢١٥	٥٧	١٠	٧٦٩	٩٠,٩
2	Health Clubs in all sectors (National - Private - Private)	٢١٠	٥٧	١٥	٧٥٩	٨٩,٧
3	Health clubs in hotels and tourist villages	٢٠٠	٧٢	١٠	٧٥٤	٨٩,١

It is clear from Table (6) that the responses of the research sample on the terms of the fourth axis ranged between (90.9% and 89.1%). The researchers believe that it is necessary to provide a specialist to work in health clubs with a high degree of efficiency in order to work in different sectors

Table (7) Frequency, estimated total and percentage, on the fifth axis "Teaching and learning methods" (n = 282)

م	Methods of Teaching and Learning	Frequency			Total Estimated	Percentage
		Very agreeable	moderately	Not agree		
١	Lecture theory	٢٠٠	٧٢	١٠	٧٥٤	٨٩,١
٢	Workshops	٢١٠	٥٧	١٥	٧٥٩	٨٩,٧
٣	Dialogue and discussion	٢١٥	٥٧	١٠	٧٦٩	٩٠,٩
٤	Seminars	١٨٩	٨٦	٧	٧٤٦	٨٨,٢
٥	Brainstorming	١٨٨	٨٥	٩	٧٤٣	٨٧,٨
٦	Self - learning	١٨٤	٨٣	١٥	٧٣٣	٨٦,٦
٧	Educational bags	١٨٤	٨٤	١٤	٧٣٤	٨٦,٨

٨	E - Learning	١٩٣	٧٩	١٠	٧٤٧	٨٨,٣
٩	Distance education	١٩٣	٧١	١٨	٧٣٩	٨٧,٤
١٠	Practical practical performance	٢١٠	٦٣	٩	٧٦٥	٩٠,٤

It is clear from Table (7) that the responses of the research sample on the terms of the fifth axis ranged between (90.9% and 86.6%). The researchers explained that these methods were suitable and logical for the diploma stage, which differs from the methods used in the first stage Where the different methods of performance in the diploma stage to allow a lot of space for the students to express their ideas and intellectual orientations within the framework of objectivity and democracy and benefit from the educational experiences of faculty members.

TAMER AHMAD ABDUL HAMEED 2014 refers to the strategies of teaching and learning from a quality perspective. The most important strategies to be applied are respectively, brainstorming, competitive learning, collaborative learning, question-asking strategy, working in small groups, Concept maps, guided exploration, structural learning, as well as performance in groups. (2: 73)

Table (8) Frequency, estimated total and percentages, on the sixth axis "Program Evaluation" (n = 282)

م	Methods of evaluation	Frequency			Total Estimated	Percentage
		Very agreeable	moderately	Not agree		
١	Semesters	٢١١	٥٨	١٣	٧٦٢	٩٠,١
٢	Case study	١٩١	٨١	١٠	٧٤٥	٨٨,١
٣	Report on project	٢١٣	٥٥	١٤	٧٦٣	٩٠,٢
٤	Mid - term test	٢٠٦	٦٤	١٢	٧٥٨	٨٩,٦
٥	End of semester test	٢١١	٦١	١٠	٧٦٥	٩٠,٤
٦	Application test	٢١٥	٥٦	١١	٧٦٨	٩٠,٨

It is clear from Table (8) that the responses of the research sample on the terms of the fourth axis ranged from (90.8% and 88.1%). The two researchers explained that the diploma students are evaluated on an ongoing basis. The methods vary and vary between the assignments assigned to them The evaluation process should include not only the evaluation of the students but also the evaluation of the programs themselves in terms of their objectives and their relevance to the changes of the age and the needs of the community, As well as the calendar Study itself based on global standards for measuring performance.

According to Ameen Al-Khouly, Gamal El-Din El-Shafei 2000, the process of evaluation of programs works to achieve several purposes, the most important of which is the review of programs and courses to develop the aspects that need to be modified in the light of what has been achieved from educational purposes This is done through the general level of the student and is carried out from the perspective of "the speed or slow pace of implementation of units and learning

purposes, the ease and difficulty of learning material, interesting and sequential material, the connection of content for educational purposes." (3: 153)

Conclusions:

The objectives of the Diploma program for the management of health clubs were proposed and included (4) phrases, the second axis The objectives of the Diploma Program for the management of the proposed health clubs include (17) words, the third axis: the content of the proposed management program for the proposed health clubs, and (14) Teaching and learning methods (10) phrases, the sixth axis: Methods of evaluation Diploma of the management of the proposed health clubs and ensure (6) phrases

Recommendations:

- 1- Adopting the diploma program of management of health clubs from the competent bodies and applying the proposed program after adoption.
- 2 - Setting the criteria and conditions for joining the program of management of health clubs in light of the quality standards and labor market needs.
- 3 - Coordination between the Department of Sports Management and some major health clubs, in order to develop plans and policies that achieve integration and meet the requirements of development.
- 4 - Holding workshops in different faculties and specialties of beneficiaries of the proposed program for development, improvement and enhancement to meet the needs of the labor market.

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