



Blue Ocean Marketing Strategy as an Approach to Sustainable Development of Sports Tourism in the Arab Republic of Egypt

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Abstract

Provide the Arab library with a questionnaire that defines the reality of the strategy of the Blue Ocean as an input to achieve sports tourism in the Arab Republic of Egypt, The researcher used the descriptive approach because of its relevance to the subject of the research, The research aims to study the strategic blue ocean marketing strategy (exclusion - reduction - increase - innovation) as an input to achieve sustainable (economic - social - environmental) development of sports tourism in the Arab Republic of Egypt, The need to keep pace with the rapid changes in the field of sports tourism by adopting the strategic blue ocean marketing routes to benefit from its strategic orientation in the field of sports tourism ,and The continuous search for blue markets to provide for the fierce competition in the red market and the associated risks and costs that can be overcome.

Introduction and problem of research:

The phenomenon of globalization and the subsequent technological changes and political and economic fluctuations and the increase in legislations made it difficult to predict the future of the business, which resulted in the reluctance of many organizations to enter the field of direct competition and seek to adopt philosophical implications that contribute to distance from competition for fear of economic entities. Current market data make the road open for these innovative strategies, perhaps the most recent is the blue ocean strategy

The philosophy of the blue ocean strategy stems from the idea that the outcome of competition is often zero. The result is always a loser, so companies can overcome competition by not competing, avoiding competitors in crowded markets, or what they call "red oceans ROS". Instead, search for new markets, or "Blue Ocean BOS". Once you identify the blue ocean, companies can reach the task of creating unique products that take advantage of this market. (Mebert, A., Lowe, S.- 2017)

Value without innovation becomes just an addition to the value of the product. It is an expected addition in the same product. This addition often does not affect the position of the product in the market. On the other hand, innovation without value is an innovation that often exceeds the expectations of customers and the chances of failure are

great. Consumers to accept or buy. (Kamal Qasmi, Hasina Dukhan- 2016)

On the other hand, tourism has become one of the most important industries which occupies an important position in the economies of many developed and developing countries. It has become a leading economic sector at the national level in the Arab Republic of Egypt, which is one of the largest sectors in the Egyptian economic structure because of its available currency. In addition to the fact that tourism is a labor- intensive sector, the state agencies join hands with the tourism industry in all its forms as a main pillar of the national economy, accounting for 11.5% of GDP. (Salah Zine El Din – 2016)

Of course, the marketing function has an important role in the tourism institutions. The objective of producing a tourism service is to find the consumer to be easy to manage. Marketing identifies good markets and pricing the service according to the market variables. This contributes to a major role in re- examining the production policy and its implementation. The tourism establishment is more in line with different markets. (Iman Al- Alami – 2017)

The risks and strategies of marketing in the field of tourism differ from other sectors, because the scope of competition in which the tourist sector is moving extends beyond the regional scope of the country. Therefore, it is affected by changes in the global environment, and the

elements of tourist supply are characterized by scarcity and extreme sensitivity to changes in different Sectors of human activity, in addition to that the target market for the tourism sector is a market of diverse characteristics and affiliations and patterns because it extends from the citizens of one state to the citizens of other countries. (Barzwan Hassan – 2016)

Sports tourism is also one of the most important types of tourism, which contribute effectively to the movement of domestic and foreign tourism, and has become an important factor of tourism attractions. (Rania Morsi – 2017)

The stereotypical image taken by the Arab countries as dependent primarily on archaeological and cultural tourism has changed completely in the last few years. The Gulf States have entered the map of world sports tourism. Qatar has won the World Cup in 2022. The UAE has become an important station for hosting international sporting events, Golf and tennis as well as the Dubai World Marathon. Bahrain is still an important station in hosting the Formula One championship. In the Arab Republic of Egypt, Ismailia is of great importance because there is a large area of free water bodies Lajwaj, which supports the sport of rowing, swimming, diving, handball and water basket, in addition to Fayoum governorate is one of the most famous places to practice fishing tourism, ducks, fish and swimming.

(The website of the seventh scientific day – 2016)

By adopting the term low- carbon sports tourism, which is a new form of sports tourism developed in the background of economic restructuring and sustainable development, the role played by the organizations (Pouder, R., et.al.- 2018) And others

Marketing in the sports tourism market for their communities in order to identify the emerging opportunities in the sports market (Heuwinkel, K., Venter, G.- 2018) to be used, and conducted by Hyuncl and Vinter

Aims to identify the impact of some demographic changes on making Stellenbosch, the famous tourist city in South Africa, a desirable historical destination for training camps. He also conducted a study to determine the role of sports tourism and positive impact (Bogan, E., et.al.- 2018) and others

And to assess the effects of organizing such sporting events on the political, social and economic aspects of the country.

The researcher believes that due to the political fluctuations that have affected Egypt in all sectors of the country, one of the most sensitive sectors with these political fluctuations is the tourism sector in general and sports tourism in particular, because of its close association with the political scene at the global level and the image of Egypt And the degree of stability on the one hand, and on the other hand at the local level affected by many of the economic variables, cultural and social resulting from these fluctuations.

The importance of research and the need for it:

The current study derives its importance from the importance of the variables being studied and the depth of its current and future impacts on the sports tourism community from all economic, social and political aspects. The Blue Ocean Marketing Strategy is a strategic marketing strategy. It is an attack strategy based on the idea of surprise for the market and competitors. Creativity to break the red market constraints, and search for blue markets, which reduces the risk, burdens and costs of competition by offering innovative new value that meets the needs of beneficiaries and attracts them to Egyptian sports tourism , In addition to the fact that it carries the components of (exclusion - reduction - increase - innovation) achievement and sustainability, which makes us in the most need to use in the field sports tourism is still facing many difficulties that prevent the arrival to the level required and suitable for the possession of Egypt from Many factors make it a leading country in the field, so the importance of research stems from the importance of marketing for sports tourism, which starts from the tourist and ends.

The sustainable development of sports tourism is one of the effective ways to achieve the economic, social and environmental development of the country through a kind of harmony, coordination and coordination between different service and productive sectors to achieve progress and achieve prosperity by satisfying the needs of current tourists and host communities while ensuring future generations to meet their needs, The blue ocean in its dimensions (exclusion - reduction - increase - innovation) and its components of achieving development and sustainability, hence the importance of research can be clarified in the following points:

First: The theoretical importance:**The theoretical importance of the present study is as follows:**

1- Provide the Arab library with a questionnaire that defines the reality of the strategy of the Blue Ocean as an input to achieve sports tourism in the Arab Republic of Egypt.

2- Spotlight on the strategy of the Blue Ocean as a variable the researcher noted that the researcher did not deal with the Arab environment in the field of sports, which draws the attention of researchers to the importance of studying this variable in the field of sport alone or through its relationship with other areas.

Second: Practical importance:

The practical importance of the present study lies in the fact that it provides the stakeholders and decision makers in the field of sports tourism in the Arab Republic of Egypt with factual data that have been statistically treated and analyzed, showing the importance of Blue Marketing Strategy as one of the strategic methodologies in the marketing of sports tourism which ensures sustainable development by identifying the following:

- The elements that lead to exclusion and disposal in the work environment of sports tourism to achieve sustainable development.
- Elements that reduce and reduce in the work environment sports tourism to achieve sustainable development.
- The elements that increase and raise the level in the work environment sports tourism to achieve sustainable development.
- The elements that the creation and creation in the work environment of sports tourism leads to the achievement of sustainable development.

Research Objective:

The research aims to study the strategic blue ocean marketing strategy (exclusion - reduction - increase - innovation) as an input to achieve sustainable (economic - social - environmental) development of sports tourism in the Arab Republic of Egypt by:

- Elements that are excluded from the working environment sports tourism to achieve sustainable development.
- The elements that lead to reduction in the work environment of sports tourism to achieve sustainable development.
- The elements that increase in the work environment in sports tourism to achieve sustainable development.
- The elements whose innovation in the work environment in sports tourism leads to the achievement of sustainable development.
- The relative importance of the Blue Ocean marketing strategy as an input to sustainable development of sports tourism.

Research Questions:

The research answers the following questions:

- What elements of exclusion from the work environment of sports tourism lead to sustainable development?
- What are the factors that reduce the work environment in sports tourism to achieve sustainable development?
- What are the factors that increase in the work environment in sports tourism to achieve sustainable development?
- What elements in the work environment of sports tourism will lead to sustainable development?
- What is the relative importance of the Blue Ocean marketing strategy as an input to sustainable development of sports tourism?

Terms used in research:**Blue Ocean Strategy :-**

(Yang, c.- 2007) as "organizations do something different than what others do and produce something that has not been produced before, as well as adapting significantly to the common core values of customers to form a new set of values without competition Remember" .(Rizan Nassour – 2016)

Strategy of the Blue Ocean as an input to the sustainable Development of sports tourism :-

Defined as "those strategic operations aimed at finding undiscovered new markets in the sports tourism market, or creating new markets instead of competing in existing markets by seeking exclusivity, low cost, creating demand for and acquiring new value, in order to profit and achieve economic development. Social and environmental issues for future generations"

Procedural definition

Search procedures:

Methodology which used:

The researcher used the descriptive approach because of its relevance to the subject of the research.

Research community:

The research society included the officials responsible for tourism and sports tourism at the Ministry of Youth and

Sports, the Ministry of Tourism, in addition to the faculty members of the Faculty of Physical Education for boys and girls and the Faculty of Tourism and Hotels at Helwan University.

The research sample:

5 Individuals selected by the comprehensive inventory method of the employees of the General Administration of Sports Tourism of the Central Department of the Minister's Office, the Ministry of Youth and Sports, (19) personnel of the Central Administration for Sports Investment, as well as officials and officials of the Ministry of Tourism by the number of (15) personnel of the General Authority for Tourism Development, and the number of 10 employees of the General Authority for Tourism Promotion were selected in a comprehensive inventory method , In addition to the faculty members of the faculties of Physical Education for Girls and Boys and Faculty of Tourism and Hotels (51) members. The sample of the research is as follows:

Table (1)
Quantitative description of the two research samples

Field Sample	Ministry of Youth and Sports		Ministry of Tourism		Faculty of Physical Education (Girls - Boys)	Faculty of Tourism and Hotels	Total
	General Administration of Sports Tourism	Central Administration for Sports Investment	General Authority for Tourism Development	General Authority for Tourism Promotion			
Basic search sample	4	14	9	6	19	18	70
Sample of exploratory research	1	5	6	4	7	7	30
Total	5	19	15	10	26	25	100

Data collection tools:

The researcher used the questionnaire to collect the data of the Blue Ocean Marketing Strategy and the sustainable development of sports tourism (designed by the

researcher) in order to identify the items that can be excluded and reduced as well as the elements that can be increased and created as an input to achieve the sustainable development of sports tourism.

Presentation and discussion of the results:

First: Showing results:

Table (2)
Statistical characterization, repetitions, relative importance and (2) for the first dimension (exclusion as an input to sustainable development of sports tourism(N=70))

S	SMA	standard deviation	Sprains	Flattening	Agreeable Very significantly		Very agreeable		Moderate agreeable		A little agreeable		A so little agreeable		Total	%	Ka 2
					ka	%	ka	%	ka	%	ka	%	ka	%			
1	4.471	0.912	- 1.799	2.286	47	67.1	15	21.4	2	2.9	6	8.6	0	0	313	89.4	71.3
2	3.857	1.437	- 0.496	- 1.764	42	60.0	1	1.4	2	2.9	25	35.7	0	0	270	77.1	66.8
3	4.400	0.907	- 1.491	1.324	43	61.4	17	24.3	5	7.1	5	7.1	0	0	308	88.0	55.02
4	4.457	0.863	- 1.745	2.453	44	62.9	19	27.1	2	2.9	5	7.1	0	0	312	89.1	62.9
5	4.500	1.018	- 1.825	1.744	54	77.1	5	7.1	3	4.3	8	11.4	0	0	315	90.0	102.2
6	4.300	1.134	-1.359	0.212	46	65.7	11	15.7	1	1.4	12	17.1	0	0	301	86.0	66.1

The value of (k2) at the level (05,0) = (9.49)

Table (2) shows the following:

- The torsion coefficient of the sample responses was limited to the dimensions of the questionnaire between (+3, - 3) indicating the moderation of the distribution of data under the normal curve.
- The percentages of the responses of the research sample on the expressions of the first dimension ranged from (77.1%) to the phrase (2) which states (to work to get rid

of the negative social phenomena that spread among the fans of sports fans such as violence, riot, stadiums, etc.) to 90% (5), which provides for "disposal of the dilapidated tourism potential that can result in accidents."

- The value of (Ca 2) for those terms was statistically significant in the direction of the response (b)

Table (3)

The statistical profile, frequencies, relative importance and (k2) of the second axis terms (reduction as an input to achieve the sustainable development of sports tourism) in the research sample (N=70)

S	SMA	standard deviation	Sprains	Flattening	Agreeable Very significantly		Very agreeable		Moderate agreeable		A little agreeable		A so little agreeable		Total	%	Ka2
					ka	%	ka	%	ka	%	ka	%	ka	%			
1	4.700	0.709	- 2.254	3.931	58	82.9	4	5.7	7	10.0	1	1.4	0	0	329	94.0	126.0
2	4.414	0.876	- 0.927	- 1.052	47	67.1	5	7.1	18	25.7	0	0	0	0	309	88.3	39.6
3	4.300	0.840	- 0.622	- 1.301	38	54.3	15	21.4	17	24.3	0	0	0	0	301	86.0	13.9
4	4.300	0.840	- 0.622	- 1.301	38	54.3	15	21.4	17	24.3	0	0	0	0	301	86.0	13.9
5	4.371	0.887	- 0.942	- 0.707	44	62.9	9	12.9	16	22.9	1	1.4	0	0	306	87.4	59.9
6	4.129	1.115	- 0.841	- 0.819	39	55.7	10	14.3	12	17.1	9	12.9	0	0	289	82.6	35.4
7	4.343	0.866	- 1.149	0.437	39	55.7	19	27.1	9	12.9	3	4.3	0	0	304	86.9	42.6
8	4.314	0.925	-0.789	-1.088	43	61.4	7	10.0	19	27.1	1	1.4	0	0	302	86.3	59.1

The value of (k2) at the level (05,0) = (9.49)

Table (3) shows the following:

- The torsion coefficient of the sample responses was limited to the dimensions of the questionnaire between

(+3, - 3) indicating the moderation of the distribution of data under the normal curve.

- Percentage of the responses of the research sample on the expressions of the second dimension ranged from

(82.6%) to the phrase (6), which stipulates (reducing the traffic crises in the sports tourism areas that prevent the implementation of programs at the specified times), to 94% (1), which provides for simplifying the administrative

and legal procedures necessary for the establishment of sports companies and offices in Egypt (and abroad)

- The value of (Ca 2) for those terms was statistically significant in the direction of the response (b)

Table (4)

The statistical profile, frequencies, relative importance and (k2) of the third axis terms (increase as an input to achieve sustainable development of sports tourism) in the research sample (N=70)

S	SMA	stand ard devia tion	Sprain s	Flatteni ng	Agreeable Very signifcantl y		Very agreeable		Moderate agreeable		A little agreeable		A so little agreeable		Total	%	Ka2
					ka	%	ka	%	ka	%	ka	%	ka	%			
1	3.357	1.561	- 0.291	- 1.575	25	35.7	15	21.4	1	1.4	18	25.7	11	15.7	235	67.1	22.5
2	4.600	0.824	- 1.692	1.192	56	80.0	1	1.4	12	17.1	1	1.4	0	0	322	92.0	117.5
3	4.771	0.618	- 2.852	2.746	60	85.7	5	7.1	4	5.7	1	1.4	0	0	334	95.4	138.1
4	4.571	0.861	- 2.682	1.932	50	71.4	15	21.4	2	2.9	1	1.4	2	2.9	320	91.4	125.2
5	4.671	0.653	- 1.793	1.822	54	77.1	9	12.9	7	10.0	0	0	0	0	327	93.4	60.5
6	4.543	0.846	- 1.469	0.510	53	75.7	3	4.3	13	18.6	1	1.4	0	0	318	90.9	100.7
7	4.657	0.657	- 2.030	2.927	52	74.3	13	18.6	4	5.7	1	1.4	0	0	326	93.1	95.1
8	4.614	0.952	- 2.877	2.907	56	80.0	8	11.4	2	2.9	1	1.4	3	4.3	323	92.3	159.5
9	4.671	0.756	- 2.059	2.780	58	82.9	2	2.9	9	12.9	1	1.4	0	0	327	93.4	127.1
10	4.629	0.641	- 1.861	1.652	49	70.0	17	24.3	3	4.3	1	1.4	0	0	324	92.6	84.2
11	4.571	0.861	- 2.682	2.932	50	71.4	15	21.4	2	2.9	1	1.4	2	2.9	320	91.4	125.2
12	4.057	1.641	- 1.310	- 0.188	50	71.4	4	5.7	1	1.4	0	0	15	21.4	284	81.1	86.6
13	4.729	0.700	- 2.434	2.673	60	85.7	2	2.9	7	10.0	1	1.4	0	0	331	94.6	138.8
14	4.629	0.594	- 1.800	2.353	47	67.1	21	30.0	1	1.4	1	1.4	0	0	324	92.6	81.5

The value of (k2) at the level (05,0) = (9.49)

Table (4) shows the following:

- The torsion coefficient of the sample responses was limited to the dimensions of the questionnaire between (+3, - 3) indicating the moderation of the distribution of data under the normal curve.

- The percentages of the responses of the research sample on the expressions of the third dimension ranged from

(67.1%) to the phrase (1) which states (use of the information network to spread awareness of sports tourism activities in the country.), 95.4% (Improving the image of Egypt on the political and social conditions of the country)

- The value of (Ca 2) for those terms was statistically significant in the direction of the response (b)

Table (5)
Statistical profile, frequency, relative importance and (2) of the fourth axis (innovation as a means to achieve sustainable development of sports tourism (N=70))

S	SMA	stand ard deviat ion	Sprains	Flatteni ng	Agreeable Very significantly		Very agreeable		Moderate agreeable		A little agreeable		A so little agreeable		Tot al	%	Ka2
					ka	%	ka	%	ka				ka	%			
1	4.386	0.906	- 0.974	- 0.743	46	65.7	6	8.6	17	24.3	1	1.4	0	0	307	87.7	69.5
2	4.543	0.774	- 1.497	1.082	49	70.0	11	15.7	9	12.9	1	1.4	0	0	318	90.9	78.8
3	4.271	0.867	- 0.564	- 1.443	38	54.3	13	18.6	19	27.1	0	0	0	0	299	85.4	14.6
4	4.243	0.939	- 0.835	- 0.611	38	54.3	14	20.0	15	21.4	3	4.3	0	0	297	84.9	37.1
5	4.429	0.878	- 1.232	0.191	46	65.7	10	14.3	12	17.1	2	2.9	0	0	310	88.6	65.1
6	4.400	0.788	- 1.400	1.815	38	54.3	25	35.7	4	5.7	3	4.3	0	0	308	88.0	49.6
7	4.543	0.736	- 1.949	1.135	45	64.3	21	30.0	1	1.4	3	4.3	0	0	318	90.9	71.4
8	4.557	0.792	- 2.086	2.117	48	68.6	17	24.3	1	1.4	4	5.7	0	0	319	91.1	79.1
9	4.557	0.792	- 2.086	2.117	48	68.6	17	24.3	1	1.4	4	5.7	0	0	319	91.1	79.1
10	4.557	0.792	- 2.086	2.117	48	68.6	17	24.3	1	1.4	4	5.7	0	0	319	91.1	79.1
11	4.286	0.871	- 0.734	- 0.905	38	54.3	15	21.4	16	22.9	1	1.4	0	0	300	85.7	40.1
12	4.457	0.863	- 1.327	0.488	47	67.1	10	14.3	11	15.7	2	2.9	0	0	312	89.1	69.1
13	4.171	1.035	- 0.758	- 0.911	39	55.7	9	12.9	17	24.3	5	7.1	0	0	292	83.4	39.4
14	4.443	0.754	- 1.364	1.630	40	57.1	23	32.9	5	7.1	2	2.9	0	0	311	88.9	53.3
15	4.443	0.715	- 1.385	2.245	38	54.3	27	38.6	3	4.3	2	2.9	0	0	311	88.9	54.9
16	4.457	0.896	- 1.798	2.460	45	64.3	18	25.7	1	1.4	6	8.6	0	0	312	89.1	66.3

The value of (k2) at the level (05,0) = (9.49)

Table (5) shows the following:

- The torsion coefficient of the sample responses was limited to the dimensions of the questionnaire between (+3, - 3) indicating the moderation of the distribution of data under the normal curve.

The percentages of the responses of the research sample on the fourth dimension expressions ranged from (83.4%) to the expression (13), which states (sending the specialized cadres to the countries that are keen in the field of sports tourism to benefit from their experiences) to

91.1% (8), 9 and 10), which provide for the establishment of specialized satellite channels in the field of sports tourism, (the performance of each governorate to support and develop its sports tourism features and the development of its tourism programs), the development of academies and specialized programs in sports tourism to prepare a generation of cadres Qualified to work in the field.(

- The value of (k2) for those terms was statistically significant in the direction of the response (b) very strongly.

Table (6)
Arithmetical averages, standard deviations, coefficient of variation and order of dimensions of the blue ocean marketing strategy questionnaire and the sustainable development of sports tourism (N=70)

Dimensi on	dimension Named	Mathematical averages	Standard Deviations	Coefficient of variation	Ranking
First	Exclusion as an input to the sustainable development of sports tourism	25.986	4.182	16.1	4
Second	Reduce as an input to sustainable development of sports tourism	34.871	4.111	11.8	3
Third	Increase as an input to sustainable development of sports tourism	63.943	6.547	10.2	2
Fourth	Innovation as an input to sustainable development of sports tourism	71.386	7.210	10.1	1

Table (6) shows that the dimensions of the blue marketing strategy questionnaire and the sustainable development of sports tourism can be arranged in descending order

according to the value of the difference coefficient as follows:

- came after (innovation as an input to achieve the sustainable development of sports tourism) in the first order.
- while the increase (as an input to the sustainable development of sports tourism) came in the second ranking.
- while (reduction as an input to sustainable development of sports tourism) came in the third ranking.
- and finally came after (exclusion as an input to achieve sustainable development of sports tourism) in the fourth ranking.

Second: Discussion of the results:

Discuss the results of the first question:

The results of the study in the field of identifying the elements that should be excluded from the work environment in sports tourism in order to be marketed in order to achieve sustainable development as shown in Table (2). The percentages of the responses of the research sample on the first dimension (77.1%) of the phrase (2), which states (to eliminate the negative social phenomena that spread among the fans of the sports fans such as violence, riot, stadiums, etc.) to (90%) of the phrase (5) Of the dilapidated tourist potential that could be Resulted in accidents), it came as the value of (Ca 2) for those phrases statistically significant in the direction of the response b (OK very much

- The results reached are consistent with the results of Osama Rajab (2017) where he reached the need to expand the construction and renovation of sports facilities and tourism with attention to the level of services.
- The results reached with the results of the Said Said (2016), where it was concluded that sports tourism faces many obstacles, in addition to the lack of qualified personnel and weak infrastructure crisis for sports tourism services.

The results obtained differ with the results of both Kamal Qasmi and Husayna Dukhan (2016). They concluded that one of the most important activities after exclusion in the Mesila state banks is the complexity of the services, the mistakes made by the staff, and the time spent in queues.

- Results obtained with results (Ali, A, and - 2016) have been found to be one of the most important practices achieved after removal is through removal of unnecessary

materials and procedures, without sacrificing service quality and sales volume, reducing marketing costs To a minimum.

- The researcher believes that the acquisition of the phrase number (2), which states (to work to get rid of the negative social phenomena that spread among the fans of sports fans such as violence and riot in stadiums and others) in the last order of the words dimension, is no longer insignificant, (77.1%), which is high, and the riots and violence are clearly seen through television broadcasts in various local and international channels, not the problem here in its presence because it is a global phenomenon suffered by most developed countries, but the inability to contain and control and reduce the effects is What distinguishes a state The marketing, promotion and publicity of the sport event in a country that has become known for the riots and the inability to control it is very difficult and often does not yield the desired results, but it is ranked at the end of the priorities of the interested To several reasons:

First: Elimination of negative social phenomena among the fans of sports fans such as violence and riots in the stadiums and others need to be sensitized through the concerted efforts of many stakeholders in addition to the phenomena will fade automatically and gradually during the Egyptian sports audience to the presence of tourist delegations sports between the masses and While feeling the economic, social and environmental return of sports tourism in the country.

Second: The workers in the field believe that the sports tourist when he is in sports events is to some extent surrounded by the team of the care of the tourist group and protected and away from direct contact with the public and less vulnerable to the riots to some extent.

Third: The difference in culture and language of the sports tourist makes him less able to observe many negative social behaviors and less able to understand and interpret many of the negative words or hostile words.

- As the researcher believes that the acquisition of the phrase No. (5), which states (to get rid of the dilapidated tourist potential that can result in accidents) in the first order of the terms of dimension but because it can not be promoted through advertising and marketing of sports tourism in Egypt from Through a dilapidated facility for two very important reasons.

First, that the dilapidated tourist facilities are prone to accidents and resulting injuries, deaths or a state of panic

and anxiety for tourists, and this leads, of course, to form a bad image of the country of the same tourist, as well as the legacy of accidents, whatever their degree in the international media in particular, Which begins in turn to deal with the event and the resulting distortion of the image of Egypt at the international level in relation to the factors of security and safety and what will be launched from the protections for the citizens and citizens of the danger of coming to the country.

Second: The dilapidated tourist facilities are usually poor-looking and poorly serviced. This is what the sports tourist does not want in the quality of the places he comes to. This is an incentive not to return again, in addition to advising other tourists on what he found in the country of appearance and substandard services.

Thus, the first question of the research was answered

"What are the factors that lead to their exclusion from the work environment of sports tourism to achieve sustainable development"?

Discuss the results of the second question:

- The results of the study in the field of identification of the elements that lead to reduction in the work environment in sports tourism to marketing them in order to achieve sustainable development as shown in Table (3), the percentages of the responses of the research sample on the second dimension expressions ranged from 82.6% (6), which stipulates (to limit the traffic crises in the sports tourism areas that prevent the implementation of programs at the specified times), to (94%) for the phrase (1), which provides for (simplifying the administrative and legal procedures necessary for the establishment of tourism companies (And outside), and the value of (k2) for these terms is a function Statistically in the direction of response b (very agreeable)

- The results reached are consistent with the results of both Kamal Qasmi and Husayna Dukhan (2016), where they concluded that the most important activities after the reduction in the banks of the state of Mesila are: the papers and forms required to be filled by customers

- The results reached with results (Ali, A, - 2016), where he concluded that

One of the most important practices achieved after the limit is the elimination of unnecessary actions that can not be easily implemented. The country.

(Yeh, C., et.al.- 2016). The results reached differ from those of Yah and others

It was found that the rest of Sun Moon Lake and surrounding areas in the current situation is not enough to make the participants return. The results also showed that the improvement in the quality of service of the sports program and the result will result in an excess consumer surplus estimated at 85.78 million Taiwan dollars.

The researcher finds that obtaining the phrase (6), which states (reducing the traffic crises in the sports tourism areas that prevent the implementation of the programs at the specified times) in the last order for the terms dimension is not due to the lack of importance,), Which is very high, but came at the end of the priorities of those interested in the field of sports tourism for the rest of the phrases, due to several reasons, including:

First, the traffic crises during the implementation of events and sports tournaments are likely to occur in the world's handicap, due, of course, to the congestion of large numbers of individuals in one place and one time, and there are many solutions to this problem the most important lies in coordination between the Traffic Department in the province concerned, In taking several temporary measures such as the transfer of roads and priority of passage for tourist groups and others.

Second: The future of reconstruction in Egypt is heading to the new cities and the planning is characterized by wide streets and multiple entrances, and there are many sports clubs have established giant branches in these new cities, in addition to the investors in the field of sports have created giant clubs giant cities, Benefit from its planning advantages and availability of traffic quality.

- The researcher considers that obtaining the number (1), which states (simplifying the administrative and legal procedures necessary for the establishment of sports tourism companies and offices in Egypt and abroad) in the first order, indicates that the procedures of establishing tourist office companies are the most important things that attract attention. Who are interested in the field of sports tourism, due to several reasons, including:

First: To hold administrative and legal procedures necessary for the establishment of sports companies (and offices)

But it means spending a lot of money and wasting time, especially if the investor is from outside the country.

Second: The administrative and legal procedures necessary for the establishment of tourist companies and offices is the first transaction between the investor and the state in which his company is established. This is an indicator that shows the owners of capital funds the manner of legal and administrative handling in the country and its strengths and weaknesses. In light of this, the investor decides to continue or play To complete its procedures, from here it was necessary to simplify those procedures.

Thus, the second question has been answered

"What are the factors that reduce the work environment in sports tourism to achieve sustainable development"?

Discuss the results of the third question:

The results of the study indicated that the percentages of the responses of the research sample on the expressions of the third dimension ranged between (67.1%) and (3) (95.4%) of the phrase (3), which states: (Improving the image of Egypt on the political and social conditions of the country) Ca 2) for those statements are statistically significant in the direction of response b (very agreeable)

The results of the study are consistent with the results of Yap, JBH, Chua and KL- 2018. They concluded that the perception of e- reservation implementation is positive as it contributes to providing insights and guidance for developers in developing a strategic plan to introduce e- reservation system which can lead to a more effective way of buying real estate and rewarding users experience, authenticity and value.

- The results of the study agree with the results of the current results with the study of Bassam Salah (2018), where he reached the need to clarify the positive image of the state before the international community.

(Rudiani, Y., et.al.- 2016). The results of the study also agree with the results of the Rodney and others study

They found that for digital marketing tools, pay- per- click has the highest percentage and content

The marketing record while the video got the lowest score, also found that digital marketing tools have an impact on the decision to visit the international tourist.

- The results reached with results (Ali, A, - 2016), where he concluded that

One of the most important practices achieved after the increase is to increase their distribution outlets and specialized in automatic contact with the user to increase the market share and increase the quality of service provided, which increases the confidence of the user in the company.

The findings of the Dina Kamal study (2018) agree that electronic marketing communication has a great role in promoting sports tourism. There is also a lack of infrastructure in the fields of electronic and informational communications.

- The results reached with the results of Shaima Samir (2017), where they found that clubs do not provide a website, how clubs do not provide banks to deal with members.

- The researcher finds that obtaining the phrase number (1), which states (use of the information network to spread awareness of sports tourism activities in the country.), In the last order for the terms dimension is not at all insignificant, as it was 67.1% , But came at the end of the priorities of those interested in the field of sports tourism for the rest of the phrases, due to several reasons, including:

First, the information network is already available and available to all service organizations through which it can reach the beneficiaries and market its services in most countries of the world.

Second, the marketing of sports tourism through the information network necessitates the existence of information, activities and practices that are broadcast from diffusion to different beneficiaries in different countries of the world. Therefore, the stage of using the information network to spread awareness of sports tourism activities in the country is a later stage for many of the arrangements that precede it.

- The researcher also finds that the passage of the phrase (3), which states (improving the image of Egypt on the political and social conditions of the country.) The first order is due to two main reasons:

First, there is already a bad mental image of most beneficiaries in different countries of the world about the deterioration of the political situation in the country, given the past political instability of the country, which makes it difficult to take various marketing measures to market sports tourism in these countries.

Second, in order to attract the attention of the world towards sports tourism in Egypt and to adjust the attitudes of the beneficiaries of institutions and individuals, first of all the features must work to change their mental image about sports tourism in the country so that they can then receive positive information to stimulate tourist marketing activities in Egypt, Dealing positively with various marketing offers.

Thus, the third question has been answered

"What are the factors that increase their work environment in sports tourism to achieve sustainable development"?

Discuss the results of the fourth question:

- The results of the study in the field of identifying the elements that lead to innovation in the work environment in sports tourism so that it can be marketed to achieve sustainable development, as shown in Table (5)

The percentages of the responses of the research sample on the fourth dimension were 83.4% for the term (13), which provides for sending the specialized cadres to the countries that are active in the field of sports tourism to benefit from their experiences, 91.1% , (9), and (10), respectively, the establishment of specialized satellite channels in the field of sports tourism, (the performance of each governorate to support and develop its sports tourism features and the development of its tourism programs), the development of academies and specialized programs in sports tourism To work in the field), as the value of (Ka 2) for those terms Statistically significant response in the direction of B (OK very much.)

(Kennelly, M, & Toohey, K. - 2016) - and the results are consistent with the results of both Kenley and Tohey

As the sports management bodies and flight operators interact to generate revenue, both parties have different attitudes towards risk, especially the risks associated with seeking for profit.

- The results reached with results (Ali, A, - 2016), where he concluded that

One of the most important practices achieved after innovation is to: Adopt a policy to provide new ideas and services, in line with the needs and desires of the community, and encourage their employees to provide new ideas and provide them with complete freedom to engage with senior management to introduce new and innovative ideas.

The results of the study differ from those of Wise and Bryce (Wise, N., Perić, M.- 2017)

Which aims to study the ways to achieve the systematic development of sports tourism, and to what extent the transformation led by sports tourism and creative change can lead to the integration and exclusion of the members of society, where new facilities, places and amenities are invested and built to attract visitors and encourage spending. Always adequate

The findings are different from the results of both Kamal Qasmi and Hasina Dukhan (2016). They concluded that one of the most important activities after innovation is transparency of transactions, finding the banking service yourself, and finding new working hours.

- The researcher believes that the acquisition of the phrase No. (13), which provides for (sending the specialized cadres to the developed countries in the field of sports tourism to benefit from their experiences) in the last order for the terms dimension is not back to the lack of importance, where it was (83.4%) Is very high, but came at the end of the priorities of those interested in the field of sports tourism for the rest of the phrases, due to several reasons, including:

First: The experiences of the developed countries in the field of sports tourism has become in light of the era of globalization that has transformed the world into a small village known and declared by all workers in the field, especially in light of fierce competition led by the head of funds in various fields. Before investors submit any marketing decision The study of the market is thorough and thorough study through the study of available offers and the level of services, prices and others.

Second, to provide the extensive academic study of sports tourism in any country in the world, it does not necessarily require sending students abroad, especially after the technological progress witnessed by university education and post- university in countries of the world, such as distance education.

- The researcher believes that obtaining phrases (8, 9, 10) (establishing specialized satellite channels in the field of sports tourism), (the performance of each province to support and develop its tourist attractions and the development of tourism programs), (the development of academies and specialized programs in tourism Sports to prepare a generation of qualified personnel to work in the field) on the first order but due to the following:

First: The establishment of specialized satellite channels in the field of sports tourism provides the opportunity for indirect marketing and security of sports tourism as follows:

- Presentation of various educational programs on sports tourism in Egypt and the previous preparation by the preparation team, which ensures the validity and quality of the information contained in those programs in a neutral way to profit or to the interest of a particular tourist company.

- The satellite channels provide the opportunity to broadcast documentary films about the activities of sports tourism, and a comprehensive presentation of Egypt's capabilities in this field in a way that ensures the authenticity of the information and reliability in view of the existence of the author and references and writer of the script and dialogue and director of the film material, and also impartially not for profit or the interest of a tourist company Specific.

- The specialized satellite channel has a well-known name that is easily accessible and has known programs that can be followed up.

- There are decisions to establish and work contracts for specialized satellite channels, through which the accountability and accountability of those channels for any irregularities or lack of credibility in the information materials offered.

Second: The assumption of each province to support and develop its sports tourism features and the development of tourism programs to achieve the following:

- The full knowledge of each governorate in its tangible capacity, and the ability to accurately identify the problems that prevent tourism development and the necessary requirements for this development. The nearest to the problem is better than dealing with it.

- The fact that each governorate supports and develops its sports tourism features contributes greatly to reducing many administrative and legal procedures that waste time to obtain state approvals and funding.

- This trend will be supported by the state because it removes from the state many tasks, especially if the province provided sources of funding to finance its own development projects in the field of sports tourism.

- When each governorate undertakes to support and develop its tourist attractions and develop tourism programs, it is keen to preserve its distinctive character from the rest of the governorates of Egypt, where there are many opportunities to show its cultural heritage and civilization.

Third: The development of academies and programs specialized in sports tourism to prepare a generation of qualified personnel to work in the field to achieve many benefits, including:

- Provide the cost of sending cadres working in the field of sports tourism abroad to study.

- Ensuring the graduation of cadres able to work in the field of sports tourism.

- Reduce the number of cadres not qualified to work in the field of sports tourism.

Thus, the answer to the fourth question of research, which states:

"What elements in the business environment of sports tourism will lead to sustainable development"?

Discuss the results of the fifth question:

- The results of the study in the field of recognition of the relative importance of the Blue Ocean marketing strategy as an input to the sustainable development of sports tourism, as shown in Table (6), indicate that the dimensions of the blue marketing strategy questionnaire and sustainable development of sports tourism can be arranged in descending order, (Innovation as an input to the sustainable development of sports tourism) in the first ranking, while after (the increase as an input to achieve the sustainable development of sports tourism) in the second ranking, while after (reduction as an input to sustainable development For sports tourism) in the third ranking, and finally came after (exclusion as an input to the sustainable development of sports tourism) in the fourth ranking.

- The results reached are consistent with the results of Adel's dreams (2014), where they found that the Algerian telecommunications establishment adopts the dimensions of the blue ocean strategy, especially after the innovation.

The findings of the present study are consistent with the results of the Tasmin and others study (Tasmin, R, et.al.-2017), where there was a statistically significant correlation between the performance of innovation among

workers in some manufacturing industries in Malaysia and all the dimensions of the blue ocean strategy.

- The results of the present study are in line with the results of Amira Mohammed's study (2017). It concluded that the strategic moves used by hotel administrations to cope with competition or tourist crises and tourist boom are part of the strategy of the Blue Ocean. The Blue Ocean strategy has an impact on the competitive excellence of the establishment sector Hotel in the Egyptian tourist market. (Todd, L.- 2016)
- and the results of the current study agree with the results of the Todt study that all small business owners have implemented one or more of the Blue Ocean marketing strategy to create an unoccupied market space, make competition unbeatable, and rebuild their new market boundaries to create value for their services and sustain sustainability during periods of economic downturn.
- The results of the present study are consistent with the results of the Eman Eid study (2017). It concluded that there is a significant correlation between the Blue Ocean strategy and achieving competitive advantage, as well as a significant effect of the Blue Ocean strategy in achieving the competitive advantage of the company (Abdullah, M, & Khalil, S.- 2016). These results differ with the results of Abdullah and Khalil

The Blue Ocean strategy was ranked in a descending order in terms of its impact on competitive advantage as follows: (Judging - after the increase - and reduction). They also found a strong relationship between the application of Blue Ocean Strategy principles and the competitive advantage of STC.

The results obtained with the results of Rizan Nassour (2016) were also found to be that the dimensions of the blue ocean strategy can be arranged according to the mean of the arithmetic average as follows: After the increase in the first order and then after the exclusion in the second order, In the third order followed by the innovation in the fourth order.

- The researcher believes that after the innovation on the first order of the dimensions of the blue ocean marketing strategy is due to the element of innovation contributes to the creation of elements that did not exist before and leads to the presence in the field of work in sports tourism to the high level of profit and sustainable development, During the study of the market and understanding the needs and desires of the sports tourist and to provide a distinctive value to him and build profitable relationships with him,

and the importance of tourism in sports is attributed to the following:

- The activities of tourism marketing in general and sports in particular need elements to attract beneficiaries institutions and individuals within Egypt and the latest, and the element of innovation and the resulting change and change of what exists and the development of the new distinctive advantage of competitiveness and uniqueness in the marketing activity of sports tourism.
- The fierce competition in the market of sports tourism makes the investor in the field of sports tourism, always search for everything new and innovative was preceded by one to him to have the highest competitive advantage.
- The era of globalization has made the world a small village, resulting in a shortening of the age of innovation as a result of its rapid spread and imitation, which makes the new innovator yesterday become common and known today.
- The difference in the style of sports tourism and sports tourist is a great way to other types of tourism, characterized by being a lover of adventure and risk and looking for things in health clothing, food, drink and housing and tends to explore and search for everything that is new in a framework of pleasure, which requires him to raise attention and tolerance On his feelings with innovations of saturation he has these needs.

Thus the answer to the fifth question of the research, which states:

"What is the relative importance of the Blue Ocean marketing strategy as an input to the sustainable development of sports tourism"?

Conclusions:

The results of the research show that the role of the Blue Ocean marketing strategy in achieving the sustainable development of sports tourism is through the following:

First: The elements that are excluded from the working environment of sports tourism to achieve sustainable development:

- 1- Exclusion of unqualified workers working in the field of sports tourism.

- 2- work to get rid of negative social phenomena that spread among the fans of sports fans such as violence and riot in the stadiums and others.
- 3- Elimination of complex procedures for investors to obtain loans to establish sports tourism projects.
- 4- Terminating the licenses of tourism companies and agencies that commit offenses that affect the reputation of sports tourism in the country.
- 5- get rid of the tourist potential that may result in accidents.
- 6- work to get rid of negative social phenomena in the Egyptian street (begging, exploitation of tourists, stare and scorn on tourists).

Second: the reduction of some elements that are limited to the entrance to achieve the sustainable development of sports tourism:

Second: The elements that lead to reduction in the work environment in sports tourism to achieve sustainable development:

- 1- Simplifying the administrative and legal procedures necessary for the establishment of sports companies and offices in Egypt (and abroad.)
- 2- Reducing the customs duties imposed on sports equipment and devices and other equipments directed to sports tourism establishments.
- 3- Reduction of the value of airline tickets for sports tourism groups to national airlines.
- 4- Reduce legal and administrative steps necessary for the establishment of sports tourism projects.
- 5- Reducing penalties for defaulters in the field of sports tourism
- 6- Reducing the traffic crises in the sports tourism areas that prevent the implementation of the programs at the specified times.

Third: The elements that increase in the work environment in sports tourism to achieve sustainable development:

- 1- To rely on electronic marketing methods to promote and provide all sports tourism services.

- 2- Improving the image of Egypt on the political and social conditions of the country
- 3- Direct contact with tourist companies without intermediary.
- 4- Raising the reality and credibility of data and information on the types of activities that can be exercised by sports tourist.
- 5- To increase the level of safety for the sports tourist.
- 6- interest in the level of cleanliness of tourist facilities sports.
- 7- Continuous training for all members of the sports tourism system.

Fourth: The elements that lead to innovation in the work environment in sports tourism to achieve sustainable development:

- 1- Establish new pricing systems and control the prices and quality of various services and products provided to the sports tourist.
- 2- Providing the various embassies around the world sites agencies and offices in the field of sports tourism.
- 3- Producing information programs in various international languages to promote sports tourism and attract new customers.

Recommendations:

- The need to keep pace with the rapid changes in the field of sports tourism by adopting the strategic blue ocean marketing routes to benefit from its strategic orientation in the field of sports tourism.
- The continuous search for blue markets to provide for the fierce competition in the red market and the associated risks and costs that can be overcome.
- Lack of focus on local beneficiaries (individuals - institutions) but work to build a broad base of future beneficiaries.
- Conduct marketing research in the field of marketing sports tourism more accurate and deep, to ensure the benefit of the experiences of others to seek exclusivity and possession of competitive advantages.

- Encouraging continuous research on opportunities that contribute to the creation of value rather than the search for value added in tourism services.

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