

RESEARCH ARTICLE

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Requirements for organizing sporting events and competitions (football) as a focus for tourism development in Algeria - A field study at the level of institutes of science and technology of physical and sports activities from the point of view of professors

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Abstract:

The current study aimed to know the requirements for organizing sports events and competitions as a focus for the development of tourism in Algeria and contribute to the development of its economy, and to identify the possibilities that Algeria has, starting from the basic sports structures contained in sports facilities to the human capabilities represented in the frameworks and experiences and finally the infrastructure that Algeria has to host the organization of sports events and competitions. As for the methodological aspect, the study was conducted at the level of professors of the Institute of Science and Technology of Physical and Sports Activities, specializing in sports management and management distributed over 05 institutes. In response to the nature of the topic, we relied on the descriptive analytical approach. As for the means of collecting information, we relied on the questionnaire addressed to the professors of the institutes, where the sample was represented by 40 doctors in the specialization of management and sports management, and we tested the research sample in a comprehensive inventory method, and we relied on a set of statistical means represented in the percentage, the Ka2 test to reach results that serve the purpose of the study, and after analyzing and interpreting the results, a set of results was produced, the latter of which confirms that Algeria does not have the requirements for organizing sports events and

competitions as a focus for tourism development, and in light of this, a set of recommendations was produced, the most prominent of which is the achievement of Sports facilities with material capabilities conforming to modern international standards with the need to form an efficient and experienced committee capable of winning and organizing sports events and competitions, in addition to improving the infrastructure in Algerian cities hosting sports events and competitions, in addition to establishing hotels that contain competitive or training sports centers as well as various recreational and medical in line with the trend of sports tourism.

Keywords: organization – sporting events and competitions – tourism.

Definition of research:

1-1-Introduction and problem of the study:

In recent years, the Algerian state's policy has been clear towards the sports field, which has been based on the promotion of sports, whether at the professional, recreational and even educational levels, to raise sports to a high level. This has imposed special care in developing strategies and policies with a new vision, as the state has abandoned the narrow

perspective of sports and is no longer limited to the concept of entertainment and sports activity of a competitive nature, but rather aims at social, educational and purely political dimensions as well as economic dimensions, and the state is moving within the tourism dimension in what is known as sports tourism. (Ibrahim and Boubacar, 2019, p. 40)

In recent years, Arab countries have pursued this policy of using sport as a revitalization movement for tourism, similar to Qatar's hosting of the World Cup, which Saudi Arabia followed its approach by offering a double to receive the same competition and host the Asian Cup, and Morocco accepted it in hosting the Club World Cup. This strategy has positively resulted in the revitalization of sports tourism, in integration with the rest of the general strategy for the development of tourism in countries, which is represented in entertainment and natural resources.

Due to what sports constitute in general, the latter drives the revitalization of tourism and gives a great dynamism to the tourism sector, as the sports sponsorship market was estimated to be worth about US \$40 billion in 2012, according to the company

The size of the sports sponsorship market was estimated at \$45 billion in 2015, Price waterhouse coopers The size of the North American sports sponsorship market (the United States and Canada) amounted to approximately \$13.5 billion in 2012, representing about 69 percent of the total sponsorship market, which also includes sponsorship in entertainment, arts, festivals, exhibitions and annual events, in addition to the recovery of the financial revenues of the state accompanying the event or sports competition (Hamza, 2023, p. 2012), such as the city of Austin, Texas, which achieved an economic impact of \$07 billion in the last

decade of hosting Formula 1 races, and achieved profits of nearly \$1 billion in 2023.

Recently, sports championships and tournaments have become one of the most important commercial and tourism fields in the world of sports industry, and they have included all important areas of economic and tourism life. They have also been characterized by their impact and reflection on all components of the social systems of countries (Lunis, 2018, p. 151), and they develop with competitive sports practice. However, sports events and tournaments do not succeed unless they have competitive sports facilities at the highest level, in addition to the base structures of training stadiums and medical and therapeutic centers for sports, in addition to efficient and experienced human resources capable of managing sports tournaments and competitions in terms of study, planning and programming from all aspects, whether sports, legal, financial and physical, and finally the infrastructure contained in countries accompanying sports events such as hotel, transportation network, security, Internet, entertainment facilities and others that are a complementary strategy for hosting sports events and competitions. Based on this, the following general question was formulated:

Does Algeria have the requirements to organize sporting events and competitions (football) as a focus for tourism development ?

Based on this general question, we ask the following partial questions:

- Does Algeria have sports facilities to organize sporting events and competitions?

- Does Algeria have the experienced human resources to organize sporting events and competitions?

- Does Algeria have the infrastructure to organize sporting events and competitions?

1-2-The general hypothesis of the research :

- Algeria does not have the requirements for organizing sporting events and competitions (football) as an anchor for tourism development.**

- Partial hypotheses:

- Algeria does not have sports facilities to organize sporting events and competitions.
- Algeria does not have the experienced human resources to organize sporting events and competitions.
- Algeria does not have the infrastructure to organize sporting events and competitions.

Significance of research:

The importance of any study of the importance of the topic we are dealing with, and based on the fact that the subject of the **requirements for organizing sporting events and competitions (football) as a focus for the development of tourism in Algeria**, is reflected in knowing the extent of Algeria's readiness to host sporting events and competitions in terms of sports facilities and base structures, in addition to the human element that is the key element for the success of organizing any sporting event or tournament. Finally, it sheds light on the readiness of the infrastructure of the State of Algeria to host this type of sporting events and competitions in terms of hotel, transportation, the Internet, entertainment centers, security), and from this came the importance of our study in shedding light on the role played by **organizing sporting events and competitions as a focus for the development of tourism in Algeria**.

1-4- Research Objectives:

Each study has a goal or purpose that makes it of scientific value. The purpose of the study is the reason for which we prepared this study. Our study aims to:

- Find out if Algeria has sports facilities (base structures, competitive and training stadiums, treatment centers) to organize sports events and competitions.
- Find out if Algeria has the experienced human resources to organize sporting events and competitions.
- Find out if Algeria has the infrastructure (hotels, roads, transportation, Internet, entertainment centers) to organize sports events and competitions.

1-5-Definition of terms:

- Organization: Louis Allen defines it as a process of assembling and defining the work to be performed, defining authority and responsibility, and designing relationships with the aim of enabling individuals to work more effectively to achieve goals. (Abdul Hamid Sharaf, 1999, p. 104)

Procedural concept: It is an administrative process that collects the activities and tasks to be carried out, whether at the level of functions, departments or the organization as a whole, specifying powers and responsibilities, and coordinating between the various functions in order to achieve the objectives of the organization.

- Sports competitions: They are a series of competitions held between a group of units, individuals and groups, with the aim of determining the winners from among them or arranging them according to the results. They are a means of expressing many of the necessary needs of individuals and groups, the

most important of which is competition, as it is a natural phenomenon in man, based on the fact that the individual or group should not be less efficient than others. Sound competition is an important factor of mastery, progress, height and level, especially in the field of sports. (Marwan, 2002, p. 09)

Procedural definition: It is an individual or group sports activity in which the athlete exerts his maximum physical, technical and mental abilities in order to achieve excellence in his field and win.

- **Tourism:** According to German Fuller, it is a phenomenon of the times that emerges from the increasing need for rest and recreation, changing atmosphere, a sense of the beauty of nature, and a sense of joy and pleasure from staying in areas of special nature. (Daradka, 2016, p. 18)

Procedural definition: It is a transient set of activities carried out by the individual outside his usual environment, and this is in spite of entertainment and pleasure and may be a means of civilizational and cultural communication between peoples.

- **Sports tourism:** It is traveling from one place to another inside or outside the country in order to participate in international sports tournaments or major sports tournaments, or in order to enjoy and watch games and attend the final of a cup in football, such as the World Cup, the Olympic Games, and athletics. (Al-Saidi, 2009, p.144)

Procedural definition: It is the attendance of various events, competitions and international sports courses, whether inside or outside the country, with the aim of enjoying and entertaining such as the World Cup or the African Cup of Nations.

2- Research Procedures:

The methodological framework for research is one of the important aspects that no researcher can abandon, and there is a strong relationship between the research topic and its methodology. In order to establish systematic methodological work, all aspects and procedures that have been carried out during the study process must be clarified in order for the research to be objective, and to facilitate the knowledgeable to understand and interpret the results in the light of the information contained therein.

Exploratory study:

The exploratory study is a process carried out by the researcher before the beginning of the field work, as well as the process of surveying the circumstances surrounding the phenomenon that the researcher wishes to study and identify the most important assumptions that can be developed and subjected to scientific research (Marwan Abdul Majeed Ibrahim , 2000, p. 38). We conducted a prospective study in some sports facilities.

2-1- Curriculum:

The method refers to the set of general rules and regulations that are developed in order to reach acceptable facts about the phenomena of interest to researchers in various fields of human knowledge (Muhammad Obeidat, Muhammad Abu Nassar, Oqla Moubayedin: 1999, p. 35). The method is defined as a set of processes and steps followed by the researcher in order to achieve his research .Rachid Zerouati,2002, p. 119), and that research methods differ in research according to the problem of research and its objectives, as well as according to the difference that is required to be searched for, researchers can follow different scientific methods, and from this

point of view and given the nature of our topic, which is "the **requirements for organizing sports events and competitions (football) as a focus for the development of tourism in Algeria**", we decided to rely on the descriptive analytical approach to suit the nature of the current study.

2-2-Research variables:

Through the title of the study and in the light of the hypotheses developed, the variables of the current study can be determined as follows:

A- The variable that is affected by change: It is the factor that the researcher addresses by change to verify its relationship to the dependent variable subject of the study (Hassan Ahmed Al-Shafei, Suzan Ahmed Ali, 1999, p. 74), and in our study, the independent variable is represented in **sports events and competitions**.

B- The dependent variable: It is the phenomenon that exists or changes when the researcher applies or changes the variable (Hassan Ahmed Al-Shafei, Suzan Ahmed Ali: 1999, p. 74), and in our study, the dependent variable is represented in **sports tourism**.

2-3- Community:

The community is considered a set of vocabulary or sampling units for which data will be collected. It may be a group of residents within the country or the population of a specific governorate or city (Muhammad Salah al-Din Mustafa et al.: 2010, p. 82), and there are those who call it the original study community, and it means the entire individuals, events or observations of the subject of research or study (Muhammad Obeidat et al., 1999, p. 84), and our society contains a group of professors of the Institute of Science and Technology of Physical and Sports Activities specializing in the

management and management of sports distributed to 05 institutes nationwide.

2-4- Sample:

The sample is defined as a subset of the study population that is selected in a certain way and the study is conducted on it and then those results are used and circulated to the entire original study population " (Mohamed Obeidat, Mohamed Abu Nassar, Oqla Moubayedin: 1999, p. 84).

The sample was selected through a comprehensive inventory, which reached a total of 40 professors in institutes of science and technology of physical activities and sports, specializing in the management and management of sports.

2-5- Areas of research:

In order to address the hypotheses and reach results that serve the objectives of the study, we have identified areas of research:

The human field: Our research community consists of 40 professors in the institutes of science and technology of physical and sports activities, specializing in the management and management of sports.

Geographical (spatial) scope: In our research, we decided to conduct the field study at the level of institutes of science and technology of physical and sports activities.

Research Tools: -

In our research, we used an electronic questionnaire form dedicated to the professors of the institutes of science and technology of physical and sports activities specializing in the management and conduct of sports, as it is the best and most effective way to verify the problem we have posed, and it also facilitates the

process of collecting information to be obtained based on hypotheses.

A tool for obtaining facts, data and information. This data is collected by means of a questionnaire through the development of a question form. One of the advantages of this method is that it saves effort and time and contributes to obtaining data from samples in the shortest time by providing the conditions for rationing such as validity, stability and objectivity. (Hassan Ahmed Al-Shafi 'in, Suzanne Ahmed Ali Morsi, 1995, p. 203)

The questionnaire included a list of (21) questions distributed over (03) axes, and the questions varied between closed and semi-open questions, for which answers are determined from which the respondent chooses one, and open questions, which are directed to the sample members in order to obtain information about the topic or problem to be studied.

Validity of the questionnaire:

From the validity of the questionnaire, we submitted it to a group of arbitrator professors, where it was modified by changing some questions and deleting some of them, as well as adding some questions proposed by the arbitrators, and thus the questionnaire is characterized by honesty. Our study questionnaire was judged by professors and doctors from the Institute of Science and Technology of Physical and Sports Activities.

2-7- Statistical means:

No researcher can dispense with statistical methods and methods, regardless of the type of study he is carrying out, whether social, psychological, economic or other studies, as the statistical means are the ones that provide

the accurate objective description. The researcher cannot rely on observation alone, but reliance on statistics leads the researcher to the correct method and correct and honest results. The statistical means also aim to try to reach quantitative indicators that help the researcher to analyze, objectively interpret and judge the results, and enable us to classify the data that are collected and translated objectively (Muhammad Al-Sayed: 1970, p. 74)

In our research, the following statistical methods were used:

- **χ^2 test (CAF squared):** It is called the relative congruence test, and it is one of the most important methods used when comparing a set of observed or obtained results. This test also allows us to make a comparison between the various results obtained through the sample-oriented questionnaire, by comparing the real frequencies seen and the expected frequencies (Farid Kamel Abu Zeina, Abdul Hafez Al-Shayeb: 2006, p. 213).

- Geostatistical interpolation

After obtaining the calculated χ^2 results, we compare them to the scheduled χ^2 if:

If the calculated χ^2 is greater than the scheduled χ^2 , there are statistically significant differences.

If the calculated χ^2 is less than the scheduled χ^2 , there are no differences between the results, but this is due to the two factors of chance.

3- Presentation and analysis of results:

- Presentation and analysis of survey results:

The first axis: Sports facilities as a basis for organizing sporting events and competitions.

Questions	Recom mendation s	Rep etition	Calc ulated	sched uled	Deg ree of freedo m	Sig nifican ce level	Si gnific an ce
Does Algeria have sports facilities in sufficient number to host sports competitions?	Yes	11	8.1	3.84	01	0.0 5	si gnific an ce
	No	29					
Does Algeria have sports facilities of sufficient quality to host sports competitions?	Yes	30	10				si gnific an ce
	NO	10					
Does Algeria have training facilities for teams participating in sports competitions?	Yes	05	22.5				si gnific an ce
	NO	35					
Do sports facilities in Algeria have the required specifications to host sports competitions?	Yes	34	19.6				si gnific an ce
	No	06					
Do sports facilities in Algeria have modern training means to be exploited by competing teams?	Yes	12	6.4				si gnific an ce
	No	28					
Does Algeria have modern medical centers to be exploited by competing teams?	Yes	.00	40				si gnific an ce
	No	40					
Do you see Algeria in terms of sports facilities being able to host sports competitions?	Yes	13	4.9				si gnific an ce
	No	27					

Table(01): Represents the results of the first axis.

Presentation and analysis of the results:

Through Table (01) and based on the first partial hypothesis that Algeria does not have sports facilities to organize sports events and competitions, we note that the calculated K2 values are greater than the scheduled K2 values and the significance level is 0.05, which proves that they are statistically significant in all the questions of the axis.

Conclusion:

From the above, we conclude that Algeria does not have sports facilities to organize sports events and competitions.

The second axis: Experienced human resources as a focus for organizing sporting events and competitions.

Questions	Recom mendation s	Rep etition	Calc ulated	sched uled	Deg ree of freedo m	Sig nifican ce level	Si gnific an ce
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Does Algeria have sufficient human resources to host sports competitions?	Yes	40	40	3.84	01	0.05	significance
	No	00					
Does Algeria have the necessary human resources to host sports competitions?	Yes	09	12.1	3.84	01	0.05	significance
	NO	31					
Does Algeria have the human resources with sufficient experience to host sports competitions?	Yes	12	6.4	3.84	01	0.05	significance
	NO	28					
Does Algeria have good representation in various continental and global federations?	Yes	.00	40	3.84	01	0.05	significance
	NO	40					
Does Algeria have companies or institutions specialized in organizing sports competitions?	Yes	00	40	3.84	01	0.05	significance
	No	40					
Do you think that Algeria is financially capable of fulfilling all its obligations to host sports competitions?	Yes	40	40	3.84	01	0.05	significance
	No	00					
Do you think that Algeria, in terms of human resources, is able to manage and organize sports competitions?	Yes	13	4.9	3.84	01	0.05	significance
	No	27					

Table(02): Represents the results of the second axis.

Presentation and analysis of the results:

Through Table No. (02) and based on the partial second hypothesis that Algeria does not have the experienced human resources to organize sports events and competitions, we note that the calculated K2 values are greater than the scheduled K2 values in all questions at the significance level of 0.05, which proves that they are statistically significant in all questions of the axis.

Conclusion:

From the above, we conclude that Algeria does not have the experienced human resources to organize sporting events and competitions.

The third axis: Infrastructure as a focus for organizing sporting events and competitions.

Questions	Recommendations	Repetition	Calculated	scheduled	Degree of freedom	Sig.ificance level	Significance
	Yes	04					

Does Algeria have hotels through which it is able to host sports competitions?	NO	36	25.6	3.84	01	0.05	significance
	Yes	10					significance
Does Algeria have a transport network through which it is able to host sports competitions?	NO	30	10				significance
	Yes	00					significance
Does Algeria have an electronic payment feature to facilitate the lives of tourists to attend sports competitions?	NO	40	40				significance
	Yes	00					significance
Does Algeria have a health organization through which it is able to host sports competitions?	NO	27	4.9				significance
	Yes	13					significance
Does Algeria have recreational centers through which it is able to host sports competitions?	Yes	05					significance
	No	35	22.5				significance
Does Algeria have a global communication and Internet system that ensures tourists enjoy sports competitions comfortably?	Yes	00					significance
	No	40	40				significance
Are the tourist and archaeological areas in Algeria sufficiently prepared to host tourists?	Yes	00					significance
	No	40	40				significance

Table(03): Represents the results of the third axis.

Presentation and analysis of the results:

Through Table No. (03) and based on the third partial hypothesis that Algeria does not have the infrastructure to organize sports events and competitions, we note that the calculated K2 values are greater than the scheduled K2 values in all questions at the significance level of 0.05, which proves that they are statistically significant in all questions of the axis.

Conclusion:

From the above, we conclude that Algeria does not have the infrastructure to organize sporting events and competitions.

- Overall Conclusion**

Through what was discussed, it became our place to extract the content of this study, especially through the applied study that removed the ambiguity of this work, through the questionnaire directed to professors of institutes of science and technology of physical and sports activities specializing in the management and conduct of sports, where we were able to ensure that Algeria **does not have the requirements to organize events and sports competitions (football) as a focus for the development of tourism** in addition to:

- Algeria does not have sports facilities to organize sporting events and competitions.
- Algeria does not have the experienced human resources to organize sporting events and competitions.

- Algeria does not have the infrastructure to organize sporting events and competitions.

- **CONCLUSION:**

Sport is a mechanism to activate sports tourism by hosting sports events and competitions and their success. Today, countries and organizations resort to using modern methods in the field of sports, especially sports marketing and investment, to consolidate their image and position in the mind of world opinion and improve their social and political responsibility by supporting the tourism sector.

Tourism is also an entry point for the development of the national economy and stimulating its growth because of its social, cultural and economic impact and an important resource for hard currency. Given Algeria's desert, mountains and beautiful coasts, and with the diversity of climate, terrain and geostrategic location, hosting major sporting events and parks makes it a great attraction for tourists, and opens the door to getting to know the country of Algeria, its culture and natural characteristics closely, and then switching to other types of tourism, whether commercial, medical or recreational, which Algeria did not have high potential.

To reach the desired result and the benefits of sports tourism, Algeria must succeed in equipping sports facilities and base structures resulting from hosting sports events and competitions from stadiums with the appropriate number and quality in addition to training stadiums, through sports medical centers, and then equipping the human resource with the necessary efficiency and experience to organize such competitions and events at the high level. Finally, the most difficult part of the task is to improve the infrastructure of Algeria by paying attention to hotels and the public and private transport

network, in addition to improving the Internet and information systems, providing entertainment centers, introducing global banking payment systems, and providing security throughout the days of sports competitions and events.

Recommendation:

At the end of this study, and in the light of the results reached, discussed and interpreted, or through what can be deduced from the literature of the subject, the following recommendations can be made:

- Focus on sports facilities in Algeria.
- Providing competent and experienced human resources to organize sporting events and competitions.
- Focus on improving the infrastructure of the State of Algeria.
- Embracing small and inexpensive events of a continental and international nature to obtain experience as well as the confidence of international federations such as CAF and FIFA.
- Encouraging sports institutions to support sports events through which sports tourism can be developed.
- Encourage sports associations and clubs to organize friendly matches with teams from around the world.

Encouraging athletes who win international and international titles and championships with sports contracts by tourism companies.

- Conducting charitable matches with the aim of introducing the tourism aspect that Algeria is rich in.
- Searching for and applying to host stalled sporting events or events of continental or international importance.
- Involving national economic institutions in obtaining sponsorship contracts for

continental and international sports events and competitions.

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