

Expected Media towards Hosting 2021 IHF World Men's Handball Championship and its effect on Egypt

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Research Problem and Importance:

Sports events are short term events with a long term effects on the hosting country, and great activities are associated with development processes including the infrastructure and requirements of holding the activity and hosting the great number of participants. (27: 156), (5: 1)

Hassan Elshafei (2006) and Lizhong (2002) agreed upon hosting sports events as a source of developing the country's resources, contributing in reducing unemployment, increasing the percentage of ciphering matches, contributing in touristic activation and increasing the country's resources. (6: 85), (25: 11)

Sports activities proved that they are effective and flexible to enhance objectives of peace and development, also they are important enabling elements for the permanent development. (28: 1)

Mohamed Saad Zaghloul and Makarim Helmy (2005) confirm the impotence of identifying sports environment specifications as sports activities uncover environmental aspects advantages and disadvantages. (13: 56)

Nicholas (2017) and Hongbum (2010) state that sports tourism is one of the most important touristic types contributing effectively in activating tourism movement and developing economy level via establishing sports activities (26 : 108) , (23 : 41)

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Jonathan Grix (2015) confirms a strong relationship between sports activities and policy as they demonstrate the country's political system strength and coherence and its economy stability. (24: 34)

Also **Gasem Khalil (2019) and Lawrence (2017)** confirm that sports media worldwide occupies a considerable place in all media as media problem is represented in many important issues related to sports in the first place. Today's sports events are a trade depending on methodology, science and strategies of marketing, administration, care and advertising. (21: 65), (4: 23)

Handball world championship for men 2021 is the event number 27 hosted by international league of handball and will be held in Egypt, and minister of youth and sports called for holding a promotional committee for propaganda and marketing to make Egypt host handball world championship in 2021. (29: 2), (30: 1)

The researchers reached the research problem via making a pilot study with the championship manager to **identify the competent authorities of organizing the event** and the answer was ministry of youth and sport, Egyptian league for handball and Egyptian Olympic committee are the competent authorities.

After looking into results of many previous studies such as study of Mohamed Bin Yahia, Abdelkader Boudy (2019) (9), Ahmed Taha Abdelwahed (2018) (2), Mahmoud Hassan Abdalla Moustafa (2008) (8) it was found that sports events marketing has a great role in enhancing the tourism sector to focus on the effective role of sports events in supporting economic, social and environmental activity.

Accordingly, the researchers studied this research titled:

**Expected Media towards Hosting Handball World Championship
2021 and its effect on Egypt**

The Research Objective:

The research aims at identifying:

- Expected media role towards hosting handball world championship.
- Environmental, touristic, political and economic effect of hosting handball world championship.

The Research Procedures:

The research method: the survey descriptive method was used as suitable for the research nature.

The Research Community and Sample:

The research sample included four groups "**Ministry of Youth and Sport** represented in media communication department, department of investment and marketing, general department of international relationships and department of organizations and authorities at (20) subjects, **Egyptian league of handball**" board's members and members of committees of league and its branches, (27) subjects, organizations sponsoring sports (15), accordingly the total research sample reached (82) subjects, pilot study (16) subjects and the main research sample (66) subjects.

Data Collection Tools

- Questionnaire Form

Questionnaire Form Scientific Coefficient:

First: Validity of Internal Consistency of Questionnaire Form Phrases

The researcher internal consistency and between phrases and factors related to and phrase and the whole questionnaire degree, as in table (1) and (2).

Table (1) Correlation Coefficients between Every Phrase and Factors related to and the First Factor Degree and Every Phrase and the Whole Questionnaire Degree.

(N=16)

Correlation Coefficient of the First Factor Phrases: The Expected Media Rules towards Hosting Handball World Championship (2021)								
Serial	With the first factor	With the whole degree	Serial	With the first factor	With the whole degree	Serial	With the first factor	With the whole degree
1/1	0.527	0.644	6/1	0.509	0.677	12/1	0.683	0.651
1/2	0.552	0.509	6/2	0.516	0.663	12/2	0.608	0.638
1/3	0.587	0.530	6/3	0.689	0.517	12/3	0.677	0.764
1/4	0.536	0.522	6/4	0.745	0.636	13	0.682	0.655
1/5	0.533	0.631	7	0.521	0.655	14	0.657	0.635
1/6	0.550	0.605	8	0.515	0.618	15/1	0.655	0.638
1/7	0.516	0.517	9/1	0.663	0.651	15/2	0.514	0.666
2	0.562	0.681	9/2	0.646	0.557	15/3	0.620	0.582
3/1	0.525	0.525	9/3	0.521	0.573	15/4	0.546	0.544
3/2	0.532	0.628	9/4	0.560	0.590	15/5	0.572	0.562
3/3	0.587	0.620	9/5	0.524	0.545	16/1	0.597	0.654
3/4	0.541	0.580	10/1	0.615	0.771	16/2	0.582	0.634
3/5	0.587	0.671	10/2	0.554	0.592	16/3	0.515	0.689
3/6	0.515	0.574	10/3	0.561	0.544	16/4	0.685	0.739
3/7	0.558	0.513	10/4	0.780	0.673	16/5	0.617	0.537
4	0.509	0.602	10/5	0.787	0.671	17	0.683	0.651
5	0.527	0.644	11	0.509	0.677			

Rg value (0.05.14) = 0.497

Table (2) Correlation Coefficients between Every Phrase and Dimensions related to and Degree of the Second Factor and Every Phrase and the Whole Questionnaire Degree

(N=16)

Correlation Coefficient of the Second Factor Phrases: The Effect of Hosting Handball World Championship (2021)							
Correlation coefficient of the first dimension phrases: Environmental Effect				Correlation coefficient of the second dimension phrases: Touristic Effect			
Serial	With the first dimension	With the second factor	With the whole degree	Serial	With the second dimension	With the second factor	With the whole degree
18	0.559	0.545	0.519	25	0.611	0.656	0.771
19	0.809	0.515	0.769	26/1	0.511	0.510	0.771
20	0.507	0.647	0.567	26/2	0.665	0.635	0.625
21/1	0.529	0.821	0.689	26/3	0.792	0.682	0.752
21/2	0.504	0.564	0.664	27	0.643	0.658	0.503
21/3	0.579	0.500	0.539	28	0.797	0.534	0.757
22	0.647	0.831	0.507	29	0.513	0.591	0.573
23	0.526	0.564	0.586	30	0.616	0.651	0.576
24	0.782	0.815	0.742				
Correlation coefficient of the third dimension phrases: Political Effect				Correlation coefficient of the fourth dimension phrases: Economic Effect			
Serial	With the third dimension	With the second factor	With the whole degree	Serial	With the fourth dimension	With the second factor	With the whole degree
31	0.629	0.627	0.789	37/1	0.690	0.517	0.650
32/1	0.692	0.783	0.552	37/2	0.650	0.571	0.610
32/2	0.714	0.657	0.674	38	0.541	0.617	0.701
32/3	0.679	0.682	0.539	39/1	0.644	0.645	0.604

33	0.700	0.617	0.660	39/2	0.583	0.588	0.543
34	0.592	0.566	0.552	39/3	0.672	0.639	0.632
35	0.701	0.663	0.661	39/4	0.647	0.539	0.507
36/1	0.675	0.580	0.635	39/5	0.633	0.546	0.693
36/2	0.787	0.546	0.547	39/6	0.687	0.519	0.647
36/3	0.651	0.792	0.811	39/7	0.506	0.775	0.766
36/4	0.595	0.655	0.555	39/8	0.625	0.651	0.685
36/5	0.598	0.662	0.658	40	0.588	0.545	0.648
				41	0.521	0.693	0.581
				42	0.627	0.676	0.687
				43	0.643	0.551	0.603
				44/1	0.560	0.690	0.520
				44/2	0.615	0.654	0.575
				44/3	0.641	0.545	0.501
				45	0.562	0.684	0.522

Rg value (0.05.14) = 0.497

Table (1) and (2) prove a statistical significant correlation at significant level (0.05) between degree and the whole degree of the questionnaire form to prove the questionnaire internal consistency validity.

Second: Reliability:

Table (3) Questionnaire Reliability by Half Split and Cronbach's Alpha

Factors and Dimensions	Half Split		Cronbach's Alpha
	Spearman Brown	Gitman	
First Factor: The expected media rule towards hosting handball world championship (2021)	0.797	0.817	0.845
Second Factor: effect of hosting handball world championship (2021)	0.721	0.708	0.842
First dimension: Environmental Effect	0.723	0.720	0.828
Second dimension: Touristic Effect	0.714	0.752	0.711
Third dimension: Political Effect	0.729	0.807	0.817
Fourth dimension: Economic Effect	0.832	0.723	0.813
Total questionnaire degree	0.784	0.805	0.884

From table (3) it is clear that reliability coefficient by half split ranged between (0.708) and (0.832) and Cronbach's Alpha reliability coefficient ranged between (0.711) and (0.884) to prove that the researched questionnaire form has a high reliability coefficient.

Statistical Treatments

Repetition, percentage, pearson correlation coefficient, half split, alpha reliability coefficient, out weighted percentage, arithmetic mean, Ca 2 for one sample.

Results Discussion

Table (4) Variation Analysis between the Research Groups (Ministry of Youth and Sport – Egyptian Olympic Committee – Handball Egyptian League – Sports Sponsoring Organizations)

(N1=16), (N2=17), (N3=21), (N4=12)

Factors	Variation Source	Total Deviations Square	Freedom Degrees	Average Deviations Square	(F) Calculated Value	Significance
First factor: The expected media rule towards hosting handball world championship (2021)	Between groups	9.94	3	3.31	2.04	Non significant
	Inside groups	100.75	62	1.63		
	Total	110.69	65			
Second Factor: effect of hosting handball world championship (2021)	Between groups	9.58	3	3.19	2.28	Non significant
	Inside groups	87.00	62	1.40		
	Total	96.58	65			
First dimension: Environmental Effect	Between groups	12.95	3	4.32	2.66	Non significant
	Inside groups	100.75	62	1.63		
	Total	113.70	65			
Second dimension: Touristic Effect	Between groups	2.45	3	0.82	0.50	Non significant
	Inside groups	100.75	62	1.63		
	Total	103.20	65			
Third dimension: Political Effect	Between groups	4.13	3	1.38	2.01	Non significant
	Inside groups	42.50	62	0.69		
	Total	46.63	65			
Fourth dimension: Economic Effect	Between groups	4.13	3	1.38	0.85	Non significant
	Inside groups	100.75	62	1.63		
	Total	104.88	65			
Form (total degree)	Between groups	11.53	3.00	3.84	2.37	Non significant
	Inside groups	100.75	62.00	1.63		
	Total	112.28	65.00			

$F_{(0.05,62,3)} = 2.75$

From table (4), there are no statistical significant differences at level (0.05) as value of calculated (f) is less than value of tabular (f); which made the researchers consider the four research groups as one group.

Table (5) Results of Repetitions, Percentages, (Ca 2), Outweighed Percentage, Average Value and Common Attitude of Response on the First Factor

(N=66)

S	Phrase content	Agreeing		Disagreeing		Average		Outweighed percentage	Ca 2 Value
		C	%	C	%	Average Value	Common Attitude		
1	Availing a media committee to promote the championship internationally for:								
1/1	Preparing the championship's media news	62	93.94	4	6.06	1.94	Agreeing	96.97	50.970
1/2	Following up different media in covering the championship in home and abroad	61	92.42	5	7.58	1.92	Agreeing	96.21	47.515
1/3	Preparing the championship's fliers	62	93.94	4	6.06	1.94	Agreeing	96.97	50.970
1/4	Making reports and publishing the same by different media	59	89.39	7	10.61	1.89	Agreeing	94.70	40.970
1/5	Integrated media coordination to cover all championship's activities and matches	59	89.39	7	10.61	1.89	Agreeing	94.70	40.970
1/6	Following up and answer any championship related questions	62	93.94	4	6.06	1.94	Agreeing	96.97	50.970
1/7	Organizing cultural activities and sports serieses beside the championship	63	95.45	3	4.55	1.95	Agreeing	97.73	54.545
2	Media agencies play a very important rules in making Egypt the world's focus within the period of preparation for the championship and during holding it	48	72.73	18	27.27	1.73	Agreeing	86.36	13.636
3	Ministry of youth and sports' media technical support for promoting the championship via:								
3/1	Having a clear media plan for advertising the championship by media communication department	60	90.91	6	9.09	1.91	Agreeing	95.45	44.182
3/2	Allocating a sufficient budget to cover the championship via media	55	83.33	11	16.67	1.83	Agreeing	91.67	29.333
3/3	Organizing press conferences to promote the championship	52	78.79	14	21.21	1.79	Agreeing	89.39	21.879
3/4	Issuing some paper magazines and printed materials to facilitate publishing the championship via media	59	89.39	7	10.61	1.89	Agreeing	94.70	40.970
3/5	Issuing a periodical e. magazine about the championship's program sufficiently	56	84.85	10	15.15	1.85	Agreeing	92.42	32.061
3/6	Designing a championship's website to facilitate communication	60	90.91	6	9.09	1.91	Agreeing	95.45	44.182
3/7	Urging media to correct the wrong sports concepts and directing the public opinion towards sports and its importance	62	93.94	4	6.06	1.94	Agreeing	96.97	50.970
4	Signing contracts and clauses of media agreements between the championship media committee	59	89.39	7	10.61	1.89	Agreeing	94.70	40.970

	and different countries satellite channels								
5	Concluding cooperation protocols between the league and all the championship's competent ministries.	58	87.88	8	12.12	1.88	Agreeing	93.94	37.879
6	Promoting the championship via marketing								
6/1	The championship's logo	60	90.91	6	9.09	1.91	Agreeing	95.45	44.182
6/2	Places of hosting the championship	61	92.42	5	7.58	1.92	Agreeing	96.21	47.515
6/3	The most important championship's participants	62	93.94	4	6.06	1.94	Agreeing	96.97	50.970
6/4	Touristic places close to the championship	62	93.94	4	6.06	1.94	Agreeing	96.97	50.970
7	Availing all data related to all joining teams on the championship's web site	60	90.91	6	9.09	1.91	Agreeing	95.45	44.182
8	Recording the increasing visits to the championship's website and dealing with the public inquiries	57	86.36	9	13.64	1.86	Agreeing	93.18	34.909

**Table (5) (Continued) Results of Repetitions, Percentages, (Ca 2),
Outweighed Percentage, Average Value and Common Attitude of
Response on the First Factor**

(N=66)

S	Phrase content	Agreeing		Disagreeing		Average		Outweighed percentage	Ca 2 Value
		C	%	C	%	Average Value	Common Attitude		
9	Having a data base for all media responsible for covering the championship represented in:								
9/1	Radio	59	89.39	7	10.61	1.89	Agreeing	94.70	40.970
9/2	Press	60	90.91	6	9.09	1.91	Agreeing	95.45	44.182
9/3	T.V	62	93.94	4	6.06	1.94	Agreeing	96.97	50.970
9/4	Satellite channels	63	95.45	3	4.355	1.95	Agreeing	97.73	54.545
9/5	Social media	62	93.94	4	6.06	1.94	Agreeing	96.97	50.970
10	Using new media to communicate with national teams of handball to:								
10/1	Registering players' data	65	98.48	1	1.52	1.98	Agreeing	99.24	62.061
10/2	Hotel reservation	63	95.45	3	4.55	1.95	Agreeing	97.73	54.545
10/3	Air ticket reservation	62	93.94	4	6.06	1.94	Agreeing	96.97	50.970
10/4	Matches public tickets	63	95.45	3	4.55	1.95	Agreeing	97.73	54.545
10/5	Entertainment programs	57	86.36	9	13.64	1.86	Agreeing	93.18	34.909
11	Observing privacy (confident data of others) in dealing with their data	61	92.42	5	7.58	1.92	Agreeing	96.21	47.515
12	Developing the public awareness to limit some negative phenomena including:								
12/1	Rioting	62	93.94	4	6.06	1.94	Agreeing	96.97	50.970
12/2	Racism	61	92.42	5	7.58	1.92	Agreeing	96.21	47.515
12/3	Sectarian sedition	63	95.45	3	4.55	1.95	Agreeing	97.73	54.545

13	Using some e. programs to send some championship's information via mobile phone.	55	83.33	11	16.67	1.83	Agreeing	91.67	29.333
14	Increasing web sites campaigns to attract the greatest number of followers from all countries	63	95.45	3	4.55	1.95	Agreeing	97.73	54.545
15	Advertising motivating offers to the championship's participants via different touristic and entertainment services including:								
15/1	Reducing prices of air tickets	64	96.97	2	3.03	1.97	Agreeing	98.48	58.242
15/2	Free invitation to attend some matches	62	93.94	4	6.06	1.94	Agreeing	96.97	50.970
15/3	Inviting some public figures	65	98.48	1	1.52	1.98	Agreeing	99.24	62.061
15/4	Reducing prices of hotel stay	59	89.39	7	10.61	1.89	Agreeing	94.70	40.970
15/5	Organizing some touristic trips	61	92.42	5	7.58	1.92	Agreeing	96.21	47.515
16	The championship advertisements shall be:								
16/1	Attractive and attention paying	63	95.45	3	4.55	1.95	Agreeing	97.73	54.545
16/2	Clear for all ages	62	93.94	4	6.06	1.94	Agreeing	96.97	50.970
16/3	Published at many places and in more than one language	59	89.39	7	10.61	1.89	Agreeing	94.70	40.970
16/4	Easily found on social media	58	87.88	8	12.12	1.88	Agreeing	93.94	37.879
16/5	Repeating the media message on enough period before the championship	58	87.88	8	12.12	1.88	Agreeing	93.94	37.879
17	Permanent follow up of the championship's media public opinion	57	86.36	9	13.64	1.86	Agreeing	93.18	34.909

From table number (5) there are statistical significant difference between percentages of agreement and disagreement as Ca 2 ranged between (13.636 : 62.061) and outweighed percentages between (86.36 : 97.73) as the research sample opinions agreed upon the phrases number (10/1, 15/3) at highest agreement percentage which reached (98.48 %) upon that new media shall be used to communicate with handball national team, **also the research sample opinions agreed at (96.97 %) upon the phrase number (15/1) requiring declaring motivating offers to the championship's participants via touristic and environment services by reducing air ticket prices.**

Mohamed Sayed Raian (2012), and Steve Jones (2002) indicate that e. communication is now possible by using computer in exchange for

written press of journals and magazines and television as they are stable means, but communication depends on dialogue between communicators. (20: 125), (15: 17)

Also phrases number (9/4, 10/2, 10/4, 12/3, 14, 16/1) indicate the research sample opinions agreement at (95.45 %) upon availing a data base for all media responsible for covering the championship, new media means are used to communicate with handball national teams.

Salman Bin Ahmed Elaid (2017) and Mohamed Sayed Mohamed (2011) agree upon that e. newspapers are the most striking new media saving time and effort. (19: 23) (14: 145)

Table (6) Results of Repetitions, Percentages, (Ca 2), outweighed Percentage, Average Value and Common Attitude of Response on the Second Factor, The First Dimension: The Environmental Effect

(N=66)

S	Phrase content	Agreeing		Disagreeing		Average		Outweighed percentage	Ca 2 Value
		C	%	C	%	Average Value	Common Attitude		
18	Developing the infrastructure of the matches hosting cities' playgrounds and organizations	62	93.94	4	6.06	1.94	Agreeing	96.97	50.970
19	Rehabilitating the sports facilities of all organizations needed for hosting the championship	61	92.42	5	7.58	1.92	Agreeing	96.21	47.515
20	Updating the transportation networks of cities hosting matches and Egypt in general	58	87.88	8	12.12	1.88	Agreeing	93.94	37.879
21	Promoting cultural awareness to:								
21/ 1	Maintain the environment and its natural resources for natives and tourists	57	86.36	9	13.64	1.86	Agreeing	93.18	34.909
21/ 2	Applying all sports activities and good nutrition programs to maintain public health	56	84.85	10	15.15	1.85	Agreeing	92.42	32.061
21/ 3	Predicting players and tourists against environmental risks	59	89.39	7	10.61	1.89	Agreeing	94.70	40.970
22	Expanding green areas of all sports organization to reduce pollution sources	57	86.36	9	13.64	1.86	Agreeing	93.18	34.909
23	Optimal use of renewable energy sources	56	84.85	10	15.15	1.85	Agreeing	92.42	32.061
24	Focusing on beautifying and improving the civilization form of touristic landmarks and places in Egypt	56	84.85	10	15.15	1.85	Agreeing	92.42	32.061

From table number (6) there are statistical significant differences between percentages of agreement and disagreement as value of Ca 2 ranged between (32.061 : 50.970), as phrases number (18,19) obtained the highest agreement percentages among the research sample opinions which reached (93.94 %) ,(92.41 %) upon developing the infrastructure of playgrounds and organizations of cities hosting matches, rehabilitating sports facilities of all organizations needed for hosting the championship.

Study of Khashay Elhag (2019) (7), Reham Amin Hamza (2016) (18) confirm the importance of observing the environment quality in development plans when organizing Olympic or territorial series.

While phrases number (21/2, 23, 24) obtained the least agreement percentage (84.85%) related to promoting cultural awareness for applying different sports activities, and focusing on beautifying the civilization shape of touristic places in Egypt .

Also international forum of sports practice (2012) recommends: the importance of developing this triple organization to create a rational objective strategies serving the country's positive change. (3: 5)

Table (7) Results of Repetitions, Percentages, (Ca 2), outweighed Percentage, Average Value and Common Attitude of response on the Second Factor, the Second Dimension: The Touristic Effect

(N=66)

S	Phrase content	Agreeing		Disagreeing		Average		Outweighed percentage	Ca 2 Value
		C	%	C	%	Average Value	Common Attitude		
25	Declaring all Egypt's touristic activities to the world	57	86.36	9	13.64	1.86	Agreeing	93.18	34.909
26	Availing all community services electronically								
26/1	The championship's participating teams	61	92.42	5	7.58	1.92	Agreeing	96.21	47.515
26/2	Tourists from all countries	60	90.91	6	9.09	1.91	Agreeing	95.45	44.182
26/3	The championship's technical authority	61	92.42	5	7.58	1.92	Agreeing	96.21	47.515
27	Availing job opportunities in the field of tourism in general and sports tourism in particular	59	89.39	7	10.61	1.89	Agreeing	94.70	40.970

28	Developing the Egypt touristic marketing	56	84.85	10	15.15	1.85	Agreeing	92.42	32.061
29	Preparing the good climate for tourism companies via developing better touristic programs	55	83.33	11	16.67	1.83	Agreeing	91.67	29.333
30	Activating international commercial tourism for Egypt	54	81.82	12	18.18	1.82	Agreeing	90.91	26.727

From table number (7) there are statistical significant differences between percentages of agreement and disagreement as Ca^2 ranged between (26.727 : 47.515) as phrases number (26/1, 26/3) obtained the highest agreement percentage (92.42 %) on availing all community services electronically for all the championship's teams, the championship's technical authority.

Hannes and Francesco (2004) say that e. marketing is very important in availing many community services. (22: 101. 110)

Mohamed Nagm El Basar(2009)(12)the Impact of the electronic marketing on tourism.

Nadia Lotfy study (2017) (16) recommends the importance of activating e. marketing through establishing a website having all sports events information.

While phrase number (30) obtained the least agreement percentage (81.82 %) related to activating international commercial tourism to Egypt.

Results of **Ahmed Awad and Mohamed Refaat (2019) (1)** confirm the importance of activating means of commercial tourism to the hosting countries and activating tourism.

Table (8) Results of Repetitions, Percentages, (Ca 2), Outweighed Percentage, Average Value and Common Attitude of Response on the Second Factor, the Third Dimension: The Political Effect

(N=66)

S	Phrase content	Agreeing		Disagreeing		Average		Outweighed percentage	Ca 2 Value
		C	%	C	%	Average Value	Common Attitude		
31	Achieving security stability for the championship`s activities success.	56	84.85	10	15.15	1.85	Agreeing	92.42	32.061
32	Achieving diplomatic cooperation between:								
32/1	Countries participating in the championship.	54	81.82	12	18.18	1.82	Agreeing	90.91	26.727
32/2	Different county's organizations.	55	83.33	11	16.67	1.83	Agreeing	91.67	29.333
32/3	All championship's competent authorities.	58	87.88	8	12.12	1.88	Agreeing	93.94	37.879
33	Developing a common ground between Egyptian and world youth.	59	89.39	7	10.61	1.89	Agreeing	94.70	40.970
34	Getting rid of bigotry between different races.	60	90.91	6	9.09	1.91	Agreeing	95.45	44.182
35	Recognizing the mutual relationship between policy and sports games	62	93.94	4	6.06	1.94	Agreeing	96.97	50.970
36	Using sports games as a foreign policy's tool between economically developed countries through:								
36/1	International political propaganda "empresses to the world its well established human resources, as it is the base of ancient civilization"	60	90.91	6	9.09	1.91	Agreeing	95.45	44.182
36/2	Acquiring international legitimacy "the other countries recognize Egypt and its political system's legitimacy"	57	86.36	9	13.64	1.86	Agreeing	93.18	34.909
36/3	Denying the adversaries' political legitimacy "protesting the prevailing political system"	56	84.85	10	15.15	1.85	Agreeing	92.42	32.061
36/4	A tool for international boycotting	55	83.33	11	16.67	1.83	Agreeing	91.67	29.333
36/5	Occupying a symbolic international place through hosting participation in and winning the championship.	62	93.94	4	6.06	1.94	Agreeing	96.97	50.970

From table (8), there are statistical significant differences between agreement percentages as Ca 2 ranged between (26.727 : 50.970) and phrases number (35, 36/5) obtained the highest agreement percentage

(93.94 %) on recognizing the relationship between policy and sports games, using sports games as a tool of foreign policy between countries, as phrase number (32/1) obtained the least agreement percentage (81.82 %) related to achieving diplomatic cooperation between the championship's participants.

Mohamed Selim, Ragaa Ibrahim (2010) state that through games, the country can demonstrate to the world its human resources powerfulness and its consolidated political ideology. (10: 69)

Table (9) Results of Repetitions, Percentages, (Ca 2), Outweighed Percentage, Average Value and Common Attitude of Response on the Second Factor, the Fourth Dimension: The Economic Effect

(N=66)

S	Phrase content	Agreeing		Disagreeing		Average		Outweighed percentage	Ca 2 Value
		C	%	C	%	Average Value	Common Attitude		
37	Compiling a positive image to attract investors to invest in:								
37/1	Economic projects	62	93.94	4	6.06	1.94	Agreeing	96.97	50.970
37/2	Sports field	63	95.45	3	4.55	1.95	Agreeing	97.73	54.545
38	Marketing the right of televising and satellite broadcasting the championship	60	90.91	6	9.09	1.91	Agreeing	95.45	44.182
39	Revenues increase through marketing:								
39/1	The championship's logo	62	93.94	4	6.06	1.94	Agreeing	96.97	50.970
39/2	The championship's amulet	63	95.45	3	4.55	1.95	Agreeing	97.73	54.545
39/3	Players 'clothes	64	96.97	2	3.03	1.97	Agreeing	98.48	58.242
39/4	Sports products	63	95.45	3	4.55	1.95	Agreeing	97.73	54.545
39/5	Memorial prices	59	89.39	7	10.61	1.859	Agreeing	94.70	40.970
39/6	Professional players	62	93.94	4	6.06	1.94	Agreeing	96.97	50.970
39/7	Matches	63	95.45	3	4.55	1.95	Agreeing	97.73	54.545
39/8	Touristic places	59	89.39	7	10.61	1.89	Agreeing	94.70	40.970
40	Increasing investment partnership between the countries different sectors	58	87.88	8	12.12	1.88	Agreeing	93.94	37.879
41	Availing new job opportunities beside the championship's activities	59	89.39	7	10.61	1.89	Agreeing	94.70	40.970
42	Support of businessmen and investors	60	90.91	6	9.09	1.91	Agreeing	95.45	44.182
43	Gaining foreign currency through different countries touristic delegations	62	93.94	4	6.06	1.94	Agreeing	96.97	50.970
44	Solving some economic problems in Egypt such as:								
44/1	Economic stagnation	61	92.42	5	7.58	1.92	Agreeing	96.21	47.515
44/2	Inflation	62	93.94	4	6.06	1.94	Agreeing	96.97	50.970
44/3	High prices	61	92.42	5	7.58	1.92	Agreeing	96.21	47.515
45	Profiting from sports organizations after holding the championship to execute festivals, exhibitions and cultural activities	63	95.45	3	4.55	1.95	Agreeing	97.73	54.545

From table number (9), there are statistical significant differences between percentages of agreement and disagreement as (Ca 2) ranged between (37.879 : 58.242), as phrase number (39/3) of revenue increase through marketing players' clothes as an economic effect reached the highest agreement percentage (96.97 %)

Results of study of **Mohamed Elsamanody, Saad Shalaby (2008)(11)** confirm that using clothes of players and sports teams in propagating and advertising sports supervisors is an important field of partnership generating economic revenue.

Phrases number (37/2, 39/2, 39/7, 45) obtained an agreement percentage (95.45 %) related to forming a positive image to attract investors to invest in sports.

Results of study of **Mohamed Bin Yahia, Abdelkader Boudy (2019) (9)** confirm that sports sector contributed considerably to the economic movement.

Phrase number (40) obtained the least agreement percentage (87.88 %) indicating investment partnership increase between the country's different sectors.

Results of study of **Nadia Lotfy (2016) (17)** confirm that achieving an economic revenue is one of the most important investment partnership objectives between the great sports clubs, sports sponsors and other organizations.

Conclusions:

The First Factor: The Expected Media Rules towards Hosting Handball World Championship (2021)

- Availing a data base for all media responsible for covering the championship through satellite channels.

- Using the new media to communicate with handball national teams to reserve hotels, public matches' tickets and informing the public to limit some bad phenomena including sectarian sedition.
- Media agencies have a big role in making the world focus on Egypt within the period of preparing and holding the championship.

The Second Factor: The Effect of Hosting Handball World Championship (2021)

- Developing the infrastructure of playgrounds and organizations of cities hosting matches.
- Optimal use of renewable energy sources, and focusing on beautifying and improving the civilization form of Egypt's touristic contours and places.
- Activating Egypt's international commercial touristic movement.
- Using sports games as a tool for foreign policy between economically developing countries through occupying a symbolic international status; hosting, participating in and winning the championship.
- Forming a positive image to attract investors to invest in sports.
- Profiting from sports organizations after holding the championship to establish festivals, exhibitions and cultural activities
- Developing investment partnership between all the country's sectors.

Recommendations:

Recommended authorities "Ministry of Youth and Sport, Ministry of Information and Ministry of Tourism".

- Ministry of youth and sport shall assign consulting firms specialized in studying sports projects and their effect on levels of national economy.
- Establishing a sports media strategy depending on consolidating professional work of media practice about sports events.

- Cooperation between tourism competent authorities and different media organizations by having a media plan to encourage and activate sports tourism.
- Developing sports tourism by holding championships close to touristic and archaeological zones and securing them.

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ملخص البحث

الإعلام المرتقب نحو إستضافه بطولة العالم لكرة اليد 2021

ومردودها على جمهورية مصر العربية

*أ.م.د / نادية لطفى عبد الفتاح

*أ.م.د/ ريهام أمين حمزة حسن شهاب

معوض

يهدف البحث إلى التعرف على الدور المرتقب للإعلام نحو إستضافه بطولة العالم لكرة اليد 2021 ومردودها على جمهورية مصر العربية من خلال " تحديد الدور الإعلامى المرتقب نحو إستضافه بطولة العالم لكرة اليد 2021 ، العائد المتوقع من إستضافة بطولة العالم لكرة اليد 2021 " الاقتصادية، البيئى، الاجتماعى، سياسيا، إجراءات البحث تم إستخدام المنهج الوصفى المسحى ، تمثل مجتمع وعينة البحث فى عينة ممثلة من كل من وزارة الشباب والرياضة " الادارة العامة للعلاقات ،إدارة المنظمات والهيئات الدولية ، إدارة الاتصال الإعلامى ، إدارة الاستثمار والتسويق" ، اللجنة الاولمبية المصرية " أعضاء مجلس إدارة اللجنة الأولمبية المصرية ، أعضاء المكتب التنفيذى للجنة الأولمبية المصرية" ، الاتحاد المصرى لكرة اليد " أعضاء مجالس إدارة الاتحاد المصرى لكرة اليد ، أعضاء اللجان الخاصة بالاتحاد وفروعه " ، وبعض مؤسسات الراعية الرياضية ، وإستخدمت الباحثتان إستمارة الإستبيان و المقابلة الشخصية كأداة من أدوات جمع البيانات والمعلومات وتم إستخدام المعالجة الاحصائية المناسبة - وتوصل البحث إلى أن للإعلام دور بارز فى الترويج عن بطولة العالم لكرة اليد ، وأهمية أستضافة مصر للحدث وفى تنشيط العديد من القطاعات بجمهورية مصر العربية وبالتالي تحقيق عوائد مالية كبيرة تأثر على الاقتصادى الوطنى .

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Expected Media towards Hosting 2021 IHF World Men's Handball Championship and its effect on Egypt

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The research aims to identify the expected role of the media towards hosting the 2021 IHF World Men's Handball Championship and its impact on the Arab Republic of Egypt by "defining the expected media role towards hosting the 2021 IHF World Men's Handball Championship, the expected return from hosting the 2021 IHF World Men's Handball Championship" economically, environmentally, socially, politically. Research Procedures: The descriptive approach was used. The research society and sample consist of: the Ministry of Youth and Sports "General Administration of Relations, International Organizations and Bodies Department, Media Communication Department, Investment and Marketing Department", Egyptian Olympic Committee "Members of the Board of the Egyptian Olympic Committee, Members of the Executive Office of the Egyptian Olympic Committee", Egyptian Handball Federation "Members of the boards of the Egyptian Handball Federation, Members of the special Federation's committees and its branches ", and some sponsoring sports organizations . The researchers used the questionnaire and the personal interview as a tool to collect data, The appropriate statistical treatment was used and the research found that the media has a prominent role in promoting the World Handball Championship, the importance of hosting the event and Activating many sectors in the Arab Republic of Egypt, and thus achieving significant financial returns that affect the national economy.

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