

- ❖ "Aswan Journal of Physical Education and Sport Sciences"
 - ❖ Faculty of Physical Education, Aswan University.
 - ❖ Volume (1), Issue (1)
-

Developing a method for marketing water sports

*** Dr. Adel Mohamed Abd El Moneim Makky**

Introduction:

In recent years, marketing has become an area of increasing importance in the management of non-profit organizations, and the marketing department stands behind every success achieved by any activity, service or production, and it leads to the progress of any project within the community.

Marketing is one of the most important administrative functions, which is based on the planning and implementation of a set of activities and efforts, for targeted groups of consumers in order to provide products that achieve the required satisfaction. Marketing is a practical and dynamic activity that requires planning, regulation and control (18: 71).

Some countries have now increasingly recognized the importance of marketing regardless of the degree of their economic progress and their political or economic trends, and economic growth in developing countries depends to a large extent on the ability of their agencies to find an effective marketing system, both for their natural resources or for their manufactured products, and the same is true for countries. The advanced view of marketing as a means to increase the effectiveness of the economic performance of its institutions (3: 200)

***Professor at the Faculty of Physical Education, Aswan University.**

Marketing is also an activity within our daily life, as it is found in all the products and services that we consume, whether the goal behind them is profit first. It is not limited to companies that provide products, but also includes organizations that provide services such as federations, sports clubs, universities and others. (10:18)

Several fields have been developed in order to advance the field of sports and sports development, and sports have become treated as a commodity that has value. Therefore, sports marketing has appeared, which is one of the most important pillars of sports practice and sports renaissance in different countries. (5:2)

Samir Abdel Hamid believes that sports marketing serves many sports sectors with different organizations, as it contributes to financial support, development and modernization of the sports level of stadiums without prejudice to the objectives set for the development of sports. (10:107)

The study of marketing methods and concepts is of particular importance in Egypt, especially after countries have adopted economic reform policies and determined the economy to work in light of new market mechanisms based on competition between different organizations. In shaping the various economic sectors as an important source of income for any sports body. (7:332)

Ward states that we should always look at sports marketing with an insightful, smart and long-term view in order to provide the best sports services to the sports consumer. (31:19)

Sports, according to Hied, should enter the market in a different way, as it provides services that attract the sports consumer or encourage him to adopt them, and this necessarily calls for the development of a sports product or a distinctive sports tool. (25:32)

In order to achieve success for sports marketing methods, we must create foundations for that, and this is what Pitts & Stotor achieved. They described the basics of sports marketing as services provided to

- ❖ "Aswan Journal of Physical Education and Sport Sciences"
 - ❖ Faculty of Physical Education, Aswan University.
 - ❖ Volume (1), Issue (1)
-

athletes within a major market called sports trade, and within this market determine sports pricing strategies, sports distribution policies, and sports marketing methods. and sports media. (28:6)

Sports marketing also depends on the type of sport and its popularity, as the popular games generate a large income on the sports market, and this is through sports media and sports promotion policies. For the purpose of sports tourism through water sports festivals that are held every year in the Arab Republic of Egypt, Annex (1).

Also, water sports have been practiced since ancient times, as history from 4000 BC records the human practice of many water sports, such as swimming, rowing, sailing and fishing. This indicates that the ancient Egyptians participated in various forms of water sports due to their benefit from the environment around them.

Egypt is considered one of the countries rich in its resources that make it one of the first countries to practice water sports. Egypt, in terms of its relative location, overlooks the Mediterranean Sea from the north, and is bordered to the east by the Red Sea and the Gulf of Aqaba, and in the middle of it passes its great Nile and connects the Red Sea and the Mediterranean in terms of the Suez Canal in terms of It is a window through which Egypt overlooks the world, and there are many lakes in Egypt. All this increases the importance and role of Egypt for practicing various water sports.

The Egyptian Diving and Rescue Federation, the Swimming Federation, the Sailing and Surfing Federation, the Fishing Federation, the Rowing Federation, and Water Sports Clubs depend mainly on government support in addition to their own revenues and civil donations in their financing, and that the decrease in government support, especially when the state moves towards a free market economy, and this decrease leads to This has led to a decline in the budgets of sports federations and clubs, so it is necessary to search for

Dr. Adel Mohamed Abd El Moneim Mekky

sources of stimulating self-revenue, and on top of these sources is marketing for water sports.

Through the researcher's work in some water sports federations and clubs, it was found that the financial return from marketing some water sports far exceeds some other games. Therefore, there was a need to exploit water sports marketing as a source of financial support for federations and clubs mainly, and to the knowledge of the researcher, the current marketing did not contribute For water sports in supporting the chances of success of financial income for federations and water sports clubs, due to the lack of proper understanding of marketing methods and the lack of human cadres for this purpose, as most federations and clubs depend in the marketing process on typical and traditional methods that lead to undesirable outcomes.

Therefore, the researcher tries to activate the use of modern marketing methods in water sports federations and clubs in the Arab Republic of Egypt, and to identify aspects of

Search questions:

What are the methods of marketing water sports in the Arab Republic of Egypt?

- What is the proposed vision for marketing sailing and diving in the Arab Republic of Egypt?

Methods:

Commenting on previous studies:

Previous studies dealt with various aspects of marketing sports and recreational activities, such as the study of Walid Ahmed Sami (23) and also included a number of studies on sports marketing methods that should be followed in sports institutions and bodies. Such as the study of Hussein Abdel Halim (4), the study of "Syed Abdel-Gawad" (11), the study of "Stephans" (29), the study of "Kennett" (27), the study of Stolor and Betz (28), and it also included studies of hall management such as the study of Muhammad Mahmoud Ibrahim

- ❖ "Aswan Journal of Physical Education and Sport Sciences"
 - ❖ Faculty of Physical Education, Aswan University.
 - ❖ Volume (1), Issue (1)
-

(20), and the study of Muhammad Ragab Jibril (17) also addressed the importance of marketing and its applicability in the field of promoting tournaments and sports matches. None of these studies touched upon the methods of marketing water sports in the Arab Republic of Egypt, which contributed to the formation of the idea and the goal of the research and working to develop a scientific method for marketing these sports. Previous Arab or foreign studies helped the researcher in the following:

Sample selection.

Determine the method to be used.

- Designing, formulating and arranging the questionnaire, themes and phrases.

- Identify the most appropriate statistical methods used.

Benefit from the conclusions and recommendations of previous studies.

Search procedures:

First: Research Methodology:

The descriptive approach was used for its relevance to the nature of the study and the achievement of its objectives.

Second: the research community:

The research community represents the water sports federations and clubs in the A.M.

Third: The research sample:

The researcher chose the research sample in a deliberate way from:

1- Water sports federations:

The researcher sent 40 questionnaires, 8 forms for each union, to be completed by the members of the board of directors of the union, where 26 forms were received, 20 forms were selected and 6 forms were excluded for not completing the data in the correct way.

2- Water sports clubs:

The researcher sent 75 questionnaires, 5 forms for each club, to be completed by members of the club's board of directors, the club director, and the director of sports activity.

Fourth: Data collection tools:

The researcher designed a questionnaire for the marketing methods of water sports in the Arab Republic of Egypt, and it is the main tool that the researcher used to collect data, as he took the following steps:

1- Determining the main axes of research with the help of previous studies related to marketing methods and expert opinion poll. The researcher has developed (10) axes, appendix (2), which are:

Marketing by promoting a water sports tournament.

Marketing through TV broadcasts.

Marketing through advertising.

- Benefiting from sports and tourism facilities in the marketing process.

Marketing sports tournaments.

- Raffle and referendum on in-kind prizes.

- Capabilities and facilities

Economy and sports.

Technical aspects.

- Publications and special bulletins.

It was presented to (9) experts, Annex (6). The experts agreed on the proposed axes, and the researcher excluded the axes of drawing and referendum on in-kind prizes, economics and sports, publications and

- ❖ "Aswan Journal of Physical Education and Sport Sciences"
 - ❖ Faculty of Physical Education, Aswan University.
 - ❖ Volume (1), Issue (1)
-

special bulletins, due to the weak relative importance of the experts' opinions, which amounted to 60% or less, and the experts modified the designation of the axis (Benefiting from sports and tourism facilities in the marketing process) to (utilizing sports and tourism facilities and geographical location) and the axis (technical aspects) to (technical and administrative aspects) as well as integrating experts axis (1, 5) under the name of marketing by promoting the water sports championship.

Thus, the number of the questionnaire's axes became 6, and they are:

Marketing by promoting a water sports tournament.

Marketing through TV broadcasts.

Marketing through advertising.

- Benefit from sports and tourism facilities and geographical location.

- Capabilities and facilities.

Technical aspects

2- Determine the phrases for each axis:

A number of phrases were placed under each axis according to the relative importance of the axes. The number of phrases in the questionnaire for each axis was as follows:

1- Marketing axis through the promotion of water sports tournament (25 phrases).

2- The axis of marketing through television broadcasting (8) phrase.

3- The axis of marketing through advertising (18) phrases.

4- Take advantage of sports and tourism facilities and geographical location (12) phrases.

Dr. Adel Mohamed Abd El Moneim Mekky

5- Capabilities and facilities (15) phrase.

6- Technical aspects (10) phrase.

Then the researcher developed a three-way rating scale "agree, agree to some extent, disagree" with degrees of 5, 3, 1.

Thus, the questionnaire was placed in its initial form, Annex (3), and then the researcher presented the questionnaire with axes and phrases to (9) experts in Annex (6), by showing the integrity of the wording, the extent to which the phrases belong to the axes, the appropriateness of the phrases to respondents, deleting, adding and modifying what they deem appropriate and excluding similar ones, and based on That was done:

1- In the axis (marketing through the promotion of the water sports championship), (5) phrases, which are numbers (12, 13, 14, 16, 17) were transferred to the axis of marketing through advertising, and the phrase No. (7) was also added. From the axis of benefiting from sports and tourism facilities and the geographical location to this axis, the number of the axis's phrases becomes (21) phrases, and they are as follows:

- Water sports federations participate in conducting research and studies on sports marketing for water sports.

Determining an advertising space dedicated to each sponsor in the event of multiple sponsors and the percentage of their participation in the tournament.

- Advertising for the water sports championship by selling and shopping for products bearing the championship's logo.

- A proposed budget for advertising must be approved to implement the water sports championship promotion campaign.

The franchise must be given to a type of advertising product that contributes to the promotion of a water sports tournament.

The availability of opportunities for selling, distributing and promoting water sports services for tourism establishments.

2- As for the axis (marketing through television broadcasting), the number of (2) phrases has been deleted, due to the similarity of the phrases to each other and the lack of clarity of understanding, so the number of phrases in the axis is (11).

Support is provided by entering matches on TV broadcasts.

Attention should be paid to setting the conditions for coverage of the water sports championship.

3- As for the axis (marketing through advertising), the phrase No. (7) was deleted, and the phrase No. (8) was moved to the axis of capabilities and facilities, as well as the addition of (5) phrases from the marketing axis through the promotion of the water sports championship to become the number of The phrases contain (21) phrases.

There is diversity and innovation in advertising for water sports.

It is preferable that there be an official company to transport the teams involved in the water sports championship.

4- As for the axis (utilizing sports facilities, tourism and geographical location), phrase No. (6) was deleted, and phrase No. (2) was moved to the axis of capabilities and facilities, and phrase No. (7) to the marketing axis through the promotion of the water sports championship, to become the number of The phrases in it (9) phrases.

The extent to which there are strategies for marketing water sports for tourism establishments.

Issuance of a tax exemption law for equipment, devices and facilities for water sports.

The availability of opportunities for selling, distributing and promoting water sports services for tourism establishments.

5- As for the axis (the capabilities and facilities), the phrase No. (15) has been deleted, and the phrase No. (2) has been added from the axis of benefiting from sports and tourism facilities and the

Dr. Adel Mohamed Abd El Moneim Mekky

geographical location, bringing the number of phrases in it to (15) phrases.

Non-issuance of economic decisions that encourage investment to enter the field of water sports.

6- As for the (technical and administrative aspects) axis, (1) phrase for number (6) has been deleted, bringing the number of phrases in it to (9).

Individual water sports activities programs take into account the adoption of individuals. supplement (4)

After making the necessary modifications to the questionnaire and putting it in its final form, Annex (5), the researcher developed an explanatory introduction that introduces the members of the board of directors to the water sports federations and clubs what is meant by this questionnaire.

The survey:

The researcher conducted an exploratory study on a sample of (15) members of the board of directors and managers of federations, clubs and water sports centers to answer a questionnaire (methods of marketing water sports in the Arab Republic of Egypt). During the period from 5-20/1/2006 AD. The survey aimed to identify:

- The extent to which the formulation of the expressions fits the level of understanding of the sample.
- Make sure that there are no phrases that are difficult to understand.
- Determining the time of application of the questionnaire.
- Identify any difficulties in the application process.
- Finding honesty and constancy.

The results of the study showed the suitability of the questionnaire in terms of wording and language used, and no written or oral comments appeared that suggest ambiguity, lack of understanding, or

- ❖ "Aswan Journal of Physical Education and Sport Sciences"
 - ❖ Faculty of Physical Education, Aswan University.
 - ❖ Volume (1), Issue (1)
-

overlapping of phrases with each other, and that the application time of the questionnaire ranged between 15: 20 minutes, a time that does not lead to boredom and that there are no Difficulties in application.

Scientific Transactions of the Questionnaire:

The researcher found the stability coefficient by the method of testing, re-testing and re-testing on a sample of (20) members of the board of directors and managers of water sports federations, clubs and centers, with a time difference of (15) days.

The researcher also performed the reliability coefficient by Cronbach's alpha method

The researcher also conducted the reliability coefficient by Alpha Cronbach method

Sixth: Basic Study:

The researcher conducted the basic study in the period .

Discussing the results of the first question:

Presenting the results and analysis of the questionnaire to answer the first question about water sports marketing methods in the Arab Republic of Egypt?

- It is clear from the discussion of the results of Table (20) that the axis of benefiting from sports facilities, tourism and geographical location came in the first order, as it clarifies the role of the state in encouraging investment in sports facilities, and the opinions of the research sample indicated the need to organize and hold tournaments in more than one site to benefit from The distinguished geographical location of Egypt in all its parts, with plans to take advantage of all available possibilities at reasonable prices to encourage sports tourism for these mathematics. (2001), Ashraf Samir (1998).

Dr. Adel Mohamed Abd El Moneim Mekky

- Where the results of these studies indicate the importance of benefiting from the sports and tourism potentials, as well as the importance of the location of the facility, as this agrees with the opinion of the researcher, as water sports are an element of attraction for foreign tourists, as there is room in this field of tourism that can be a destination and a good field for it. Egypt has many natural and climatic sites that you can invest and exploit in order to become among the areas of tourist attraction at the global level, for example, the Red Sea Governorate, which is characterized by a moderate climate and a water temperature that ranges between (18, 21) degrees Celsius in winter, as well as the possibility of Visibility below sea level to more than 30 meters: where it is easy to practice water sports of all kinds.

- The method of marketing through advertising and advertising came in second place because of its great importance in marketing water sports, by clarifying a group of elements on which the axes of advertising and advertising are based, the most important of which is the provision of specialized cadres in the field of marketing. This study agrees with the results of each of A study by Amr Ibrahim and Hazem Kamal (2004), a study by Stolor and Peter Oitts (1996), Adel Abdel Moneim, (1995), where the results of these studies indicate the importance of marketing means through advertising and various newspapers and magazines in marketing different sports and water sports .

Press marketing is one of the main means of communication that depends on the printed word to disseminate opinions and news, and the sports press plays an important and significant role in spreading sports awareness.

The marketing method came through the promotion of the water sports championship in third place, and it confirms the previous axis of publicity and advertising, as it indicates the importance of market study and research and studies before promoting the championship, while specifying the date and places of the promotional campaign, provided

- ❖ "Aswan Journal of Physical Education and Sport Sciences"
 - ❖ Faculty of Physical Education, Aswan University.
 - ❖ Volume (1), Issue (1)
-

that they are easily accessible places with their suitability for the type of competition. The size and importance of the tournament.

This axis also referred to the importance of some means that contribute to the promotion of tournaments, such as radio, television, e-mail, advertisements, posters and newspapers, which in turn work to increase the number of participants in tournaments, which contributes to the promotion of tournaments. The results of this study agree with Khaled Abdel-Aty (2000), Mohamed Jibril (2001), Abdel Haq Abdel Basset (2001) and Kennette (1997), where the results of these studies indicate the importance of promoting different sports tournaments, as well as the researcher believes that the role played by the marketing factor through the promotion of the championship, where the promotion is the official spokesman for the activities Marketing The promotion process is carried out through the diversity of the image of the product, services or activities provided to customers in order to attract the target audience.

- While the method of marketing through television broadcasting came in fourth place, as it was previously referred to in the second and third axis, and therefore the marketing of tournaments was done through many means, of which television is one of them, but the phrases came more detailed to explain how to market through that medium and to emphasize the Its importance, as the axis indicated the need to coordinate with television to transmit events on a continuous basis, and the results of this study agree with the studies of Khaled Abdel-Aty (2000), Hussein Abdel Halim (2004) Stephens Sterens (1995), Zaki Khalil (1982), where the results indicate These studies point to the importance of television broadcasting as one of the means of sports marketing, as it is considered the most important and most influential in society and the high ability to convince customers.

Thus, the researcher believes that marketing through television broadcasting is the closest means of communication as a result of a

Dr. Adel Mohamed Abd El Moneim Mekky

combination of sound, image, movement and color, and that it is distinguished from face-to-face communication, as it can enlarge small objects and move fixed things, which contributes to the accuracy of transmitting the sporting event. Therefore, we urgently need to take advantage of The advantages of television broadcasting as an important media marketing method in spreading sports awareness to work on increasing awareness and sports culture among the masses and working to develop sports and to fly with progress in light of media openness and specialized and multiple satellite channels.

The method of marketing through capabilities and facilities came in fifth place, where it was pointed out the need to exploit all the available capabilities during the promotion of the tournament previously, and thus this axis referred to how to exploit the available capabilities with the need to issue laws for tax exemption for equipment and devices, as this contributes to increasing investment and marketing of tournaments Water sports to achieve the appropriate financial return that ensures the continuation of the establishment and development of these tournaments. The results of this study are spent with all of them from Kamal Darwish (1999), Amr Ibrahim and Hazem Kamal (2004), Hala Muhammad (2001), Muhammad Ibrahim (1997).

Where the results of these studies indicate the importance of using the available capabilities in order to facilitate the marketing process and the success of the work. The researcher confirms that there is interconnection and integration between the axes with each other. It is natural if the capabilities and facilities are found, this means the success of the work in marketing water sports.

- The technique of technical and administrative aspects came in the sixth and last place in order to clarify some of the obstacles that prevent the marketing of water sports championships, the importance of which was previously indicated, namely the lack of data necessary to conduct previous marketing studies to benefit from them, with the inaccuracy of data and information, while this axis indicated the

necessity of To conduct water sports education programs in a competitive manner.

Where there are many studies confirming the technical and administrative aspects in determining the administrative policy for marketing water sports, as well as the ability of workers in the field of water sports to carry out the marketing process and the ability to prepare various programs and activities for water sports.

The study of Adel Abdel Moneim Hayy (1995) and Abdel Haq Abdel Basset (2001), which contributes to the success of water sports marketing plans.

We conclude from the above that the best scientific methods for marketing water sports in the Arab Republic of Egypt were as follows:

- 1- Take advantage of sports facilities, tourism and geographical location.
- 2- Marketing through advertising.
- 3- Marketing by promoting the water sports championship.
- 4- Marketing through TV broadcasts.
- 5- The capabilities and facilities.
- 6- Technical and administrative aspects.

Thus, the answer to the first question that asked about the methods of marketing water sports in the Arab Republic of Egypt was answered.

Discuss the results of the second question:

- The answer to the second question has been reached regarding the proposed conception of marketing the sport of sailing and diving in the Arab Republic of Egypt? By analyzing the results of the questionnaire.

This perception has been built in the light of the basic concepts and principles of this approach, as well as the results presented in the field study related to water sports marketing methods: The proposed perception consists of a philosophy, goals, mechanisms and procedures for application as follows:

First: The philosophy of the proposed conception of marketing for sailing and diving sports

The philosophy of the proposed vision is based on several points, the most important of which are:

1- The conviction and belief of the board members and director of the Sailing and Diving Federation of the importance of marketing in the Egyptian Sailing Federation and the Egyptian Diving Federation.

2- Starting to continuously improve the defects and solve the problems that appear during marketing.

The proposed photography philosophy is based on many pillars, the most important of which are.

The roles of board members and federation managers in the marketing process for sailing and diving sports is everyone's responsibility.

The federations should immediately begin to improve the flaws, defects and loopholes that appeared in the marketing of sailing and diving sports.

- That the federations start from now on preparing the marketing of local and international tournaments and making the necessary developments in equipment and devices until an international championship is approved and held every year in both sailing and diving.

- In view of Egypt's possession of a distinguished geographical location and a moderate climate, which makes it a fertile space in the field of water sports tourism and marketing.

Second: The objectives of the proposed vision:

- ❖ "Aswan Journal of Physical Education and Sport Sciences"
 - ❖ Faculty of Physical Education, Aswan University.
 - ❖ Volume (1), Issue (1)
-

This visualization is an attempt to put some guiding steps and directions that are useful in drawing the appropriate strategy for the effectiveness of sports marketing in the field of water sports in general and the field of sailing and diving in particular, which are:

1- To highlight the importance of marketing for the sport of sailing and diving.

2- Attempting to overcome the problems facing the federations and clubs of sailing and diving for financial support and limiting the achievement of its objectives.

3- Working to spread the sport of sailing and diving through television broadcasts.

4- Preparing public opinion on the importance of investing in water sports as a basis for the supremacy of sports.

5- Work on the tourist attraction of sailing in various archaeological governorates such as (Luxor - Aswan) and diving and sailing sports in coastal governorates such as (Hurghada - Sharm El Sheikh - Alexandria) through these water sports.

Visualization implementation mechanisms:

To achieve the objectives of the proposed vision, the researcher presents the following procedures:

1- The necessity of having a general plan for the Sailing and Diving Federation to market these sports.

2 - The need to follow the scientific method in marketing the sports of sailing and diving through the proposed axes.

3- The necessity of planning to spread sailing and diving sports at the level of water sports clubs and centers in the various governorates of Egypt.

Dr. Adel Mohamed Abd El Moneim Mekky

4- The necessity of having a special department for sports marketing in the Sailing, Diving Federation.

5- The necessity of coordination and mutual cooperation between the marketing department, the union regions, clubs and centers for sailing and diving.

6- Providing those in charge of administrative work in the federation, regions, clubs and water sports centers with the skills of dealing with computers and the Internet.

7- The necessity of paying attention to the use of electronic marketing methods in marketing for sailing and diving sports.

Suggested guarantees for the success of the proposed scenario:

1- Paying attention to the previous marketing methods in spreading the sport of sailing and diving.

2- The necessity of the participation of companies, water sports resorts and businessmen in financing sailing and diving tournaments.

3- Providing the necessary budget for the marketing process for sailing and diving sports.

4- It is necessary for the employees of the federation, its regions, clubs and water sports centers to acquire the skills of dealing with computers and the Internet to open sites for water sports and marketing through them.

5- The necessity of sending trainers to foreign countries to gain more international expertise in the field of sailing and diving.

6- Planning to spread a wide base of practitioners of sailing and diving sports in the various governorates of Egypt.

7- Interest in printing periodicals and making open tournaments and competitions for the participation of the largest number of practitioners, especially in the summer on various coasts, to increase the marketing process.

Conclusions:

In light of the discussion and interpretation of the results, the researcher concluded the following:

The use of modern scientific methods helps in the process of marketing water sports in the Arab Republic of Egypt.

- Water sports can be marketed through methods (utilizing sports and tourism facilities and geographical location, advertising, promotion of the water sports championship, television broadcasting, capabilities and facilities, technical and administrative aspects).

- Reaching a proposed vision to increase the effectiveness of marketing for sailing and diving sports, which leads to an increase in turnout and participation in the Arab Republic of Egypt.

Recommendations:

In light of the two objectives of the research and in light of the findings of the research, the researcher recommends:

1- Using the proposed scientific methods for marketing sports in the Arab Republic of Egypt.

2- Working according to an integrated system to develop tourism through water sports.

3- Setting up an independent department for marketing water sports in the Federation and Water Sports Clubs.

4- Develop a national strategy for the development and marketing of sports tourism, especially water sports, in all regions of the Arab Republic of Egypt.

5- Using the proposed concept to activate the marketing of sailing and diving and other water sports.

Bibliography

Arabic Bibliography:

- 1- Ibrahim Abdel-Maqsoud: Swimming and Sports, Dar Al-Fikr Al-Arabi, Cairo, 1996.
- 2- Ashraf Samir Medan: Evaluating the potentials of sports tourism in the Arab Republic of Egypt, a master's thesis, Faculty of Physical Education, Tahza Bab Qir, Alexandria University, 1998 AD.
- 3- Tawfiq Mohamed Abdel Mohsen: The competitiveness of export, Dar Al-Fikr Al-Arabi, Cairo, 2003.
- 4- Hussein Mohamed Abdel Alim: Media Marketing and a Course in Spreading Sports Awareness in the Governorates of North Upper Egypt, Unpublished Master's Thesis, Faculty of Physical Education, Minya University, Minya, 2004 AD.
- 5- Khaled Ibrahim Abdel-Aty: Suggested methods for marketing sports tournaments in the Arab Republic of Egypt, a master's thesis, Faculty of Physical Education for Boys, Cairo, Helwan University, 2000.
- 6- Khalil Sayed Mohamed: "Lectures in Marketing Management", Faculty of Commerce, Sohag, South Valley University, 2000 AD.
- 7- Zaki Khalil, the Assistant: Marketing in Non-Profit Organizations, Ph.D. thesis, Faculty of Commerce, Benha, Zagazig University, 1982.
- 8- Sari Hamdan and Suha Issa Adeeb: Marketing methods through sports activities as seen by businessmen in Jordan, "The Scientific Conference on Human Development and Sports Economics," College of Physical Education for Boys in Cairo, Helwan University, 1995.
- 9- Saad Ahmed Shalaby: Foundations of Sports Marketing Management, Al-Asriya Library, Mansoura, 2005 AD.
- 10- Samir Abdel Hamid Ali: Management of Sports Bodies, Manshaat Al Maaref, Alexandria, 1999.

- ❖ "Aswan Journal of Physical Education and Sport Sciences"
 - ❖ Faculty of Physical Education, Aswan University.
 - ❖ Volume (1), Issue (1)
-

11- Sayed Abdel-Gawad El-Sayed: On the potentials of the Faculty of Physical Education in Port Said in the field of marketing sports services, the first conference for the marketing of university services, commercial and jurisprudence, Faculty of Commerce, Cairo University, 1999.

12- Adel Mohamed Abdel Moneim Makki: Obstacles to practicing water slides in the Arab Republic of Egypt, Master's thesis, Faculty of Physical Education, Assiut University, 1995.

13- Adel Taher: Sports and Tourism, International Council for Physical Education and Sports - Regional Secretariat for Africa and the Middle East, Cairo, d.T.T.

14- Abdel Haq Sayed Abdel Basset: Obstacles affecting the progress of swimming in Upper Egypt, Master thesis, Faculty of Physical Education, Assiut University, 2001.

15- Amr Mohamed Ibrahim, Hazem Kamal El-Din Abdel-Azim: Marketing Methods for Swimming Schools in Egyptian Clubs, Journal of the Faculty of Physical Education, third issue, Mansoura University, 2004.

16- Kamal Abdel Rahman Darwish: Sports Marketing, The Third International Conference on Sports and Women, Faculty of Physical Education for Girls, Alexandria University 1999.

17- Muhammad Ragab Jibril: Promoting tournaments and sports matches using the modern concept of marketing, Master's thesis, Faculty of Physical Education for Boys, Cairo, Helwan University, 2001.

18- Muhammad Saleh Muhammad: Marketing Department, Dar Al-Nahda Al-Arabiya, Cairo, 2003 AD.

19- Muhammad Muhammad Al-Hamamy: Water Recreation, Philosophy and Marketing, Al-Kitab Center for Publishing, Cairo, 2000 AD.

Dr. Adel Mohamed Abd El Moneim Mekky

20- Mohamed Mahmoud Ibrahim: An evaluation study for the management of the sports links complex for the Cairo Stadium Authority from the sports and economic point of view, Master's thesis, Faculty of Physical Education for Boys in Cairo, Helwan University, 1999 AD.

21- Hala Muhammad Omar Al-Sabi: Evaluation of sports promotion activities in tourism projects in c. M. A, Ph.D. Thesis, Local Physical Education, Tanta University, 2001 AD.

22- Huda Hassan Al-Hajja: Athletes' Opinions on Obstacles to Sports Marketing in Bahrain, The Scientific Journal of Physical Education and Sports, College of Physical Education, Issue 20, January 2001.

23- Walid Ahmed Sami: Evaluating the Marketing Methods of Sports Promotion Activities in Some Institutions and Clubs, Master Thesis, Faculty of Physical Education for Boys, Cairo, Helwan University, 2000 AD.

English Bibliography:

- 1- Gibson, H. J., Active sport tourism : who participates? Leisure studies, 17 (2), Apr., London, 1998.
- 2- Heid, the sports should Approach its Market Different. Journal: skydiving (Leland , fla), May. 1992.
- 3- Hudson , simon. : sport and Adventure tourism, Roberto patarca, Montero, 2002.
- 4- kennet, P, A., & others: Market segmentation in the sport industry, international – sport Journal, 1997.
- 5- Pitts, B.G., starter, D. K. : Fundamentals of sport marketing, university Avenue Morgan town, U.S.A. 1996
- 6- Sterens, R. E: Loudon, D. L. MC conkeg, C.W., sport marketing among colleges and universities journal: sport marketing, quarterly, (morgan town, W.La) mar, 1995.

- ❖ "Aswan Journal of Physical Education and Sport Sciences"
 - ❖ Faculty of Physical Education, Aswan University.
 - ❖ Volume (1), Issue (1)
-

- 7- Turco, D, and H. Eisenhart : Exploring the sport tourism . connection, Journal of the international council of Health, physical education, Recreation , sport and Dance, 34 (2), winter, 1998.
- 8- Ward, B.,: Sports Marketing, Glimpses of Heaven visions of hell, Brian ward& Spartners, Melbourne, 1994.