

# **Studying the reality of sports investment in Egypt by hosting the World cup Championship for Handball 2021**

- **Nermeen Ahmed Kreama**
  - **Ahmed Alsayed Awaad**
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### **Introduction and problem of the research:**

Sports gain a lot of attention all over the world for being a socio-civilizational phenomenon that shows the development, progress and values in societies, it considered one of the most important supports comprehensive development in it, although the economic systems at the past looked at the sports from a limited angle as a process of entertainment and filling of empty time and relief but in the modern era that looked changed out of its simple traditional method into a new and inclusive concept, as we look at the sport now as a self-contained science that it based on a lot of an important factors which give it the cultural, entertaining, healthy and professional character at the same time, so it become necessary that the civilized societies to develop and enhance all kinds of sports and using it in servicing the human development to make it one of the tools that helps in raising the individuals qualifications and developing to invest in this industry as investing in human is more important than investing in stone.

Investing in the sport field playing an important and vital role in developing sports and it is one of the most important economical tools that have a positive and a big advantage toward building a future strategic sport that the sports institutions can count on for the good of the next generations. If we know that the Egyptian hand ball which still has nearly no sport investment according to slow pace of privatization and investment in sports activities in a sport system that still until now holding committees to adjust the lows without a right opinions that

support the athlete, made the interfering of any pronouncing or economical or commercial firm is hard to achieve, the importance here will be to get benefit and study the international experiments in this field or the successful Asian experiments like Japan and Coria to apply a right professionalism. I think that the general character requires privatizing the clubs which have many gaps and applying the privatization system on the others. (3:14 )

As the sports become an industry that needs a huge capital funds consequently some procedures have been made that made the sports undergo through economical and capitalism theories, that made it so hard to keep it away from the investment and economic work rhythm. This led us to form justifications which agree to make the administrative and technical designs that approved applying this thought and enhancing the kind of making the administrative design away from the governmental intervention. (1:38-43)

The importance of this point comes in the light of the developments and changes globally toward the sports globalization or what we called sporting the world, as the effect of the sport is getting wider globally in terms of space (multiplying of the sports places and developing its preparation and increasing its numbers) the terms of historical (like putting an almost united agenda globally which all the world is waiting for it), regardless of the huge argument about globalizing the sport and its affect worldwide, as some people sees that it becomes the best method of money-laundering and spoiling that were done by the huge firms, and they pointed to many cases such as a company called ISL Worldwide during the world cup, as it cleared later that it is doing such process of the money-laundry through possessing a secret accounts in Liechtenstein. While others see that sport plays an important political role through approaching peoples and decreasing the political problems etc... ( 6)

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Ironically the Egyptian experiment is rich with many important experiments especially in the sixties and seventies while the general sector companies funded the sports activities out of the profits that it made, that it was forced by the low- back then- to customize a part of its profits to fund the company's sport activity, some companies appeared like Gazl Almahala , Esko, The railway company, Almokawlon Alarab and Altersana etc... , unfortunately those companies didn't take advantage of sport the best economical way that made the finance an increasing burden on these companies' budget that made it deteriorated. Then it appeared in the picture only the petrol companies with its possibilities, also Egypt Air and some big banks. What makes this problem more complicated the privatization of many public companies that the government have done and therefore neglecting the new buyer this issue despite of its importance. (7)

Here we see that encouraging the investments in the sports industries and its related activities requires working on several axis and taking advantage of the other countries in this field which have a creative and new ideas that we can think in few of them. (2:304)

The study cleared that the sector has been affected economically in a big way as the profits fall back 100% percent and most of clubs had to decrease its budget by 30% percent beside carrying big burdens as a result of restricting to precautionary procedures against the epidemic. The studies pointed that the Egyptian sport investment represents 25% of the world's total sports investments. The legal framework for the Egyptian sport sector witnessed radical changes since 2017 after the new sports law number 71 which opened a new investment field in sport and achieved a reasonable amount of decentralization in the sector.

The study pointed that the pandemic resulted a big withdrawal in the advertisement values and the clubs' private care that reached in Alahy club for example to 520 million, also the companies that working in the sports service field have been affected and the private clubs' values have been withdrawal and the marketing value of the players.

From here all realized that the sport investment considers one of the most important fields that contributes to develop the economic, the follower of the sport marketing fact at several Arabic countries and world sees that it took one good step toward that side, may Egypt comes at the last of the countries that didn't invest economically the sport list the right way in spite of the existence of successful experiment in the developed countries which managed to market itself successfully but rather strongly stormed the global market. Here appears the importance of studying the investment in the sport field subject because of its important role at all levels whether educational, social and economic benefits and the country's development. Also this subject importance appears as it has a positive effect on building a future sport strategic that the new generations can based on, in addition of being as a strong economic base that make up for the economic that Egypt counts on throw encouraging the investors to develop the sport and economic. ( 4: 63 )

Minister of sports and youth mentioned that the championship considers one of the most important sport events at all at the current time, specially that the handball game considered second biggest popular game globally after football, saying that there is a big challenge in organizing the handball Mondial at the Corona virus time specially that we are in winter, confirming that Egypt doing its best to success this championship.

The international handball federation headed by D/ Hassan Mostafa didn't ask to postpone the launching of the world

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championship competitions since the starting of the Corona crises as the international agenda of the championship in the year 2021 witnesses momentum that the Olympics in Tokyo 2021 in next August and all the teams are preparing to participate in it which makes it harder to postpone the handball Mondial.

The reports confirmed that the sport sector witnessed an unparalleled crises like the withdrawal of the incomes and revenues whether over the facilities or the organizations level during the Corona crises especially during mid-March until the first of July due to stop of the sport activity totally, about 140 thousand of the sector workers have been affected directly as a result of the Corona virus, the affected workers reached to 4 million considering the indirect sectors and the multiple economic effect, also the crises cleared the essence problems that related to the sector since 2011 that had its affect over increasing the current crises and the inability of the institution to turn back to the normal rates of the Egyptian sport sector.

That crises resulted withdrawal of benefits 100% percentage during this period comparing with previous months, which leads that lot of clubs had to decrease the sport budget 30% percent to decrease the expenses, in addition the withdrawal of the sports schools, exhibitions, parties' benefits and the rents inside the clubs, also the withdrawal of the participation benefit value in the regional championship specially the big clubs, and decreasing in the marketing and pronouncing value. (10 : 21 )

**Dr /Ashraf Sobhy** pointed that the ministry of sports and youth in co-operating with the Egyptian state agencies have finished 3 covered hall to host the handball world championship and they are sports town hall in the new administrative capital, **Dr /Hassan Mostafa** hall in 6<sup>th</sup> of October city and Borg Alarab stadium hall in Alexandria beside

updating and developing the covered hall in the international Cairo stadium in November 2015, the international federation of the handball pronounced that Egypt won the organization of the handball Mondial 2021 after fierce competition with Norway, Poland and Hungary in an exceptional sport event at that time, but Egypt didn't know that it will be the second wave of the Corona pandemic.

Currently being held in Egypt the handball world cup events 2021 until this January in attendance of 32 teams instead of 24 for the first time in the championship history that the Egyptian union insisted to hold its 27 version in its time on the Egyptian land.

Before the handball championship 2021, a lot of international championship have been postponed above them all was the Tokyo Olympics, also the two youth world championships for the year 2021 have been canceled by the football international federation to be expected from Egypt to cancel and postpone the championship as the other countries, but this didn't happened.

Still the most important question is "did the Egypt lost happened because of its insistence to organize the handball world cup in the scheduled time?"

Here both researchers see the necessity of studying the reality of Egyptian sport investment in the handball championship and what is the weakness and strength points that faced the countries at that time.

### **The importance of the research:**

The economic importance of the investment element appears as an economy variable through the role that it plays in the economic system's path and the developments that happened to it, especially as it has correlation coefficients and direct and indirect connect with the income variables and levels of operation, growth and the value added.

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The importance of this research comes from handling an important side which is the sport investment and this importance summarized in the following;

- Studying the current reality of the investment in the sport field to put a clear vision that based on the scientific base and easing to respond with the experiment of getting out from depending on the government finance as an only source to finance the sport institutions, and pounding the investment in the sport field with the scientific and academic studies has an effect on raising the planning , executing, tracking and evaluating level in the field of applying the administration politic of the investment and managing the smart partnership.

### **The research objective:**

This research aims to recognize the reality of the sport investment in the handball world cup championship.

- 1- Recognizing the reality and the surrounded external environment of the handball world cup champion ship held in Egypt?
- 2- Recognizing the reality of the marketing budget in the handball world cup champion ship held in Egypt?
- 3- Recognizing the reality of marketing combination in the handball world cup champion ship held in Egypt?
- 4- Recognizing the reality of the media channels in the sport marketing in the handball world cup championship held in Egypt?

### **The research questioned:**

- 1- What is the reality and the surrounded external environment of the handball world cup champion ship held in Egypt?

- 2- What is the reality of the marketing budget in the handball world cup champion ship held in Egypt?
- 3- What is the reality of marketing combination in the handball world cup champion ship held in Egypt?
- 4- What is the reality of the media channels in the sport marketing in the handball world cup championship held in Egypt?

### **The research terms:**

- **The investment :**

A work that aims to increase the capital or the resources through operating the capital or using it to operate its assets and it is one of the basic methods to execute the development programs (4 :18)

Investing in the sport institution aims to increase the sport institution's capital through employing these assets in the different sport activities that gives a chance to exchange the benefits between the investors and the human resources (the player, the administrator, the audience). (9 :19 )

- **Investment in the sport field procedural definition:**

A work that aims to increase the capital or the resource through operating it or using it to operate its asset which gives the chance to mutual benefit between the investor and the sport institutions of the sport club to achieve financial comfort that contributes in developing these sport institutions and continuing its activities to reach these long term goals. ( procedural definition )

### **The research procedures:**

#### **The research methodology:**

The researcher used the descriptive method with its steps and procedure as it suits the study's nature.

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### **The research community:**

The research sample consist of (32) teams from different countries and each team consist of a technical director and an administrative director and the research community consisted of 80 member.

### **The research sample:**

The research sample has been chosen out of some participating countries in the world cup championship by the intentional way of the participated teams which it was (32) team represented in the technical director and administrative director of the teams thus, the sum of the total sample was (80), (20) of them as a reconnaissance sample and (60) of them as a basic sample.

### **Data collection tools:**

In collecting the research data, the researchers used a questionnaire designed by the researchers.

### **Scientific Transactions of the Questionnaire Form:**

#### **First: The validity of the questionnaire:**

The two researchers calculated the validity coefficient of the questionnaire through both the validity of the arbitrators and the validity of the internal consistency:

#### **(a) The veracity of the arbitrators:**

The researchers used the arbitrators' honesty by presenting the questionnaire to (7) experts - Attachment No. (1) - the researchers specified the conditions for selecting the expert to be a faculty member from the faculties of physical education in the departments of sports management and from the faculties of commerce in the departments of business administration, and the number of years of experience should not be less than 10 years .

This is for the purpose of verifying that the form actually measures the goal for which it was set, in the period from 12/1/2021AD to 14/1/2021AD. You were kindly requested to express your opinion, whether by modification, deletion or addition until the form ended up in its current final form - Attachment No. (4) - The researchers followed the following steps:

First: The researchers suggested the hypothetical axes of the questionnaire, which numbered (4) axes - Attachment No. (2), which are:

- 1- The reality and surroundings of the external environment for the World Handball Championship held in Egypt.
- 2- The reality of the marketing budget in the World Handball Championship held in Egypt.
- 3- The reality of the marketing mix in the World Handball Championship held in Egypt.
- 4- The reality of the media in sports marketing in the World Handball Championship held in Egypt.

The hypothetical axes were presented to the experts in order to add, delete or modify any of those axes, using a binary scale of assessment (suitable - unsuitable), and the opinion of the experts came about the appropriateness of the form axes as shown in Table No. (1)

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**Table (1)**

### The opinions of the experts about the questionnaire axes Studying the reality of the sport investment of Egypt during hosting the handball world cup championship 2021

N=7

s	Axes	agree		Don't agree		Proportional weight	Proportional importance
		K	%	K	%		
1	The reality and surrounding of the external environment of the handball world cup championship held in Egypt	7	100.00	0	0.00	7	100.00
2	The reality of the marketing budget in the handball world cup championship held in Egypt.	6	85.71	1	14.29	6	85.71
3	The reality of the marketing combination in the handball world cup championship held in Egypt.	7	100.00	0	0.00	7	100.00
4	The reality of the mass media in the sport marketing of the handball world cup championship held in Egypt.	7	100.00	0	0.00	7	100.00

The table (1) clarify the repetition, the percentages, the proportional weight and the proportional importance of the experts' opinions about the questionnaire axes of studying the reality of Egypt's sport investment during hosting the handball world cup championship

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2021 and the opinions were between (85.81% - 100.00%) and the researcher accepted the one that gained a percentage of 70% and more.

**Second:** The researchers formulated a set of phrases for each axis, where the number of phrases reached

(50) A statement that was presented to the experts for their opinion - Annex No. (3) - Table No. (2) shows the opinions of the experts on the statements of the questionnaire.

**Table (2)**

**The opinions of the experts on the phrases of the questionnaire**

N=7

First axis		Second axis		Third axis		Fourth axis	
S	Acceptance percentage	S	Acceptance percentage	s	Acceptance percentage	s	Acceptance percentage
1	100.00	1	100.00	1	85.71	1	85.71
2	100.00	2	100.00	2	100.00	2	100.00
3	85.71	3	71.43	3	100.00	3	100.00
4	57.14	4	85.71	4	85.71	4	71.43
5	85.71	5	100.00	5	100.00	5	85.71
6	100.00	6	71.43	6	42.86	6	100.00
7	100.00	7	100.00	7	85.71	7	85.71
8	100.00	8	100.00	8	100.00	8	100.00
9	71.43	9	85.71	9	28.57	9	100.00
10	100.00			10	71.43	10	71.43
11	85.71			11	85.71	11	42.86
				12	100.00	12	85.71
				13	100.00	13	85.71
				14	85.71	14	100.00
				15	71.43		
				16	100.00		

The table (2) clarify the percentage of the experts' opinions about the questionnaire phrases of studying the reality of the sport investment

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in Egypt during hosting the handball world cup championship 2021 and the percentage of the phrases was between (28.57% - 100.00) and the researcher accepted the phrases that gained a percentage of 70% and more.

**Table (3)**

**The initial number, the number of excluded phrases and their numbers, the number of the modified phrases and their numbers  
The final number of the questionnaire**

S	axes	The initial number of the phrases	The counting of the excluded phrases	The number of excluded phrases	The counting of adjusted phrases	The numbers of the adjusted phrases	The final number of the phrases
1	The first axis	11	1	4	1	8	10
2	The second axis	9	0		2	5-7	9
3	The third axis	16	2	6-9	2	9-11	14
4	The fourth axis	14	1	11	0	0	13
	total	50	4	4	5	5	46

The researchers wrote a group of phrases for each axis as the phrases reaches (50) phrase have been shown on the experts to give their opinion. Attachment number (2), the researcher excluded the phrases that the experts approved that it is not important also adjusting the phrases that needs to readjust, and so the researcher reached the final shape of the questionnaire. Attachment n. (4), the table n. (3) clarify the initial account of the phrases of each axis and the numbers of the phrases that have been excluded which were (4) and the phrases that have been adjusted which were (5) phrases and the final number of the phrases of each axis that made the total was (46) phrases.

- The internal consistency validity:

The researchers calculated the internal consistency validity coefficient of the questionnaire through applying the form on a group of technical directors and managing directors who were (20) members represented the research community to evaluate the validity of the questionnaire phrases, this was made by calculating the correlation coefficient between each phrase and axis, between each phrase and the sum of the axis and between the axis and the total sum of the axes in a period of 15\1\2021m to 17\1\2021m knowing that this sample has been used to calculate the scientific coefficient of the questionnaire only, the table number (4) , (5) clarify the internal consistency validity of the questionnaire.

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**Table (4)**

**The internal consistency validity between the phrase and the axis and between the phrase and the total sum of the questionnaire's axes**

N=20

The first axis			The second axis			The third axis			The fourth axis		
S	The phrase with the axis	The phrase with the sum	S	The phrase with the axis	The phrase with the sum	S	The phrase with the axis	The phrase with the sum	S	The phrase with the axis	The phrase with the sum
1	0.89	0.84	1	0.83	0.84	1	0.91	0.85	1	0.87	0.91
2	0.90	0.86	2	0.88	0.91	2	0.82	0.89	2	0.84	0.89
3	0.85	0.81	3	0.84	0.89	3	0.88	0.84	3	0.86	0.90
4	0.87	0.91	4	0.86	0.90	4	0.83	0.87	4	0.92	0.89
5	0.84	0.87	5	0.91	0.87	5	0.84	0.89	5	0.85	0.88
6	0.87	0.83	6	0.86	0.90	6	0.83	0.90	6	0.87	0.84
7	0.92	0.88	7	0.90	0.83	7	0.73	0.77	7	0.89	0.83
8	0.91	0.85	8	0.82	0.89	8	0.86	0.91	8	0.91	0.86
9	0.83	0.87	9	0.86	0.81	9	0.91	0.82	9	0.89	0.84
10	0.80	0.89				10	0.91	0.86	10	0.83	0.87
						11	0.84	0.87	11	0.74	0.83
						12	0.82	0.91	12	0.88	0.91
						13	0.80	0.76	13	0.90	0.86
						14	0.87	0.91			

The value of r in the table at spiritual level 0.05=0.444

The table (4) clarifies the existence of a correlation with a statistic significant between the phrase and the axis and between the phrase and the total sum of the questionnaire as the value was between (0.73-0.92) also the existence of a correlation with a statistic significant between the phrase and the total sum of the questionnaire as the value of the calculated  $R^2$  was between (0.76-0.91) at spiritual level of 0.05 which pointing to the validity of the internal consistency of the searched questionnaire.

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**Table (5)**

**The validity of the internal consistency between the axis and the total sum of the axes of the questionnaire**

N=20

s	1- The axes	The correlation coefficient
1	2- Recognizing the reality and the surrounded external environment of the handball world cup champion ship held in Egypt?	0.904
2	3- 2-Recognizing the reality of the marketing budget in the handball world cup champion ship held in Egypt? 4-	0.913
3	5- 3-Recognizing the reality of marketing combination in the handball world cup champion ship held in Egypt? 6-	0.890
4	7- 4-Recognizing the reality of the media channels in the sport marketing in the handball world cup championship held in Egypt?	0.917

The tablet value of ® at a spiritual level 0.05=0.444

The table (5) clarifies the existence of a statistic significant correlation between the axis sum and the total sum of studying the reality of the sport investment in Egypt by hosting the handball world cup championship 2021 questionnaire as the calculated ® value was between (0.890-0.917) at a spiritual level 0.05

**Second: The reliability of the questionnaire:**

A- Calculating the stability coefficient by applying and re-applying Test -Retest:

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The researchers calculated the reliability coefficient of the questionnaire through the application and re-application Test - Retest, where the questionnaire was applied to a group of technical managers and administrative managers of the teams, numbering (20) individuals representing the research community. To 17/1/2021 AD, the researchers also conducted a re-application from 22/1/2021 to 24/1/2021 AD, and the time interval between the two applications was more than (6) days, noting that this sample was used to calculate the scientific transactions of the questionnaire form Only, this was done using the Spearman equation for ranks, and Table No. (6) shows the reliability coefficient for each of the questionnaire's axes.

**Table (6)**

**The correlation coefficient between application and reapplying to clarify the stability coefficient of the studying N=20**

The first axis		The second axis		The third axis		The fourth axis	
s	The correlation coefficient	s	The correlation coefficient	s	The correlation coefficient	S	The correlation coefficient
1	0.92	1	0.91	1	0.92	1	0.94
2	0.88	2	0.92	2	0.94	2	0.89
3	0.91	3	0.94	3	0.92	3	0.93
4	0.94	4	0.92	4	0.91	4	0.90
5	0.90	5	0.90	5	0.95	5	0.89
6	0.92	6	0.93	6	0.93	6	0.96
7	0.94	7	0.93	7	0.94	7	0.91
8	0.91	8	0.88	8	0.93	8	0.92
9	0.93	9	0.91	9	0.91	9	0.93
10	0.92			10	0.93	10	0.90
				11	0.94	11	0.94
				12	0.89	12	0.95
				13	0.89	13	0.93
				14	0.90		

The ® tablet value at a spiritual level 0.05=0.444

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The table (6) clarify the existence of a statistic significant correlation between application and reapplying of studying the reality of the sport investment in Egypt by hosting the handball world cup championship 2021 questionnaire as the correlation coefficient was between (0.87-0.96) as it is a high significant correlation coefficient and this pointing to the stability of the questionnaire.

The researchers calculated the stability coefficient of the questionnaire through Alfa coefficient (Cronbach) as the questionnaire has been applied on a group of technical directors and manager directors of (20) members representing the research community, knowing that this sample has been used to calculate the scientific coefficient of the questionnaire only, the table (7) clarifies the stability of the questionnaire.

**Table (7)**  
**Alfa coefficient (Cronbach) to clarify the research stability**  
**coefficient of the questionnaire**

N=20

Alfa coefficient		
,846		
S	The axes	Deleted Cronbach's Alpha if Item
1	1-Recognizing the reality and the surrounded external environment of the handball world cup champion ship held in Egypt?	0.839
2	2-Recognizing the reality of the marketing budget in the handball world cup champion ship held in Egypt?	0.844
3	3-Recognizing the reality of marketing combination in the handball world cup champion ship held in Egypt?	0.842
4	4-Recognizing the reality of the media channels in the sport marketing in the handball world cup championship held in Egypt?	0.838

Table No. (7) shows that there is a statistically significant correlation between the statements of each axis of the questionnaire

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and the total statements of the questionnaire to show the total correlation coefficient, as Cronbach's alpha coefficient achieved correlation coefficients that ranged between (0.838 - 0.844) at a level of significance of 0.05, which are correlation coefficients with High significance, which indicates the stability of the questionnaire.

### **Application and emptying of the questionnaire:**

#### **A- Application of the questionnaire:**

After ensuring the availability of all the administrative and scientific terms of the questionnaire, the researchers applied the questionnaire in its final image attachment on the research sample of the technical directors and administrative directors of (60) members represented the research community in the period from 25/1/2021 to 31/1/2021 considering to confirm the importance of their responses and that it is being collected for scientific research reason to clear any suspicious that may decrease their interacting with responding the questionnaire, then the researcher collected the responded questionnaire and dumping the data over a prepared discharge statements and correcting the questionnaire according to the correction key that prepared for that and monitoring and scheduling the pure degrees and preparing it to execute the statistical process according to the research goals.

#### **B- Emptying the data of the questionnaire:**

After the application process was completed, the researchers collected questionnaires with integrated responses, and the data was unloaded into the unloading sheets prepared for this. The researchers used to correct the questionnaire the Likert method with a triple rating, after the approval of the experts and the supervisors of the research, and the questionnaire responses were according to a triple rating as follows:

- (Yes) and it is estimated at three degrees.
- (To some extent) It is estimated at two degrees.
- (No) it is valued at one point.

Thus, the minimum degree of the questionnaire form is (46) degrees and the total degree of the questionnaire form is (138) degrees, then the researchers monitored and tabulated the raw scores and prepared them to conduct statistical treatment in line with the objectives of the research.

- **The statistical processors used:**

The researcher used the statistical processors that appropriate the nature of the research data by the statistical program SPSS and it was as following:

- SMA
- The standard deviation
- The correlation coefficient.
- The validity coefficient (the internal consistency validity).
- The stability coefficient (test and retest).
- Alfa coefficient (Cronbach).
- The percentage.
- The relative weight.
- The relative importance – 2k test.

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### Presentation and discussion of the results:

**Table (8)**

**Repetition, percentage, the relative weight, the relative importance and the 2k value of the research sample's opinions about the first axis that talking about the reality and external surroundings of the handball world cup championship held in Egypt**

N=60

s	phras e	yes		Partly		No		The relativ e weight	The relative importanc e	2k
		k	%	k	%	k	%			
1	1	20	33.333	33	55.000	7	11.667	133	73.889	16.900
2	2	34	56.667	5	8.333	21	38.000	133	73.889	21.100
3	3	27	45.000	6	10.000	27	45.000	120	66.667	14.700
4	4	41	68.333	11	18.333	8	13.333	153	85.000	33.300
5	5	48	80.000	5	8.333	7	11.668	161	89.444	58.900
6	6	55	91.667	0	0.000	5	8.333	170	94.444	92.500
7	7	57	95.000	0	0.000	3	5.000	174	96.667	102.900
8	8	50	83.333	5	8.333	5	8.333	165	91.667	67.500
9	9	60	100.000	0	0.000	0	0.000	180	100.000	120.000
10	10	23	38.333	30	50.000	7	11.667	136	75.556	13.900

2k tablet value at a spiritual level 0.05=5.99

The table (8) clarifies that there are a statistical significant differences of the research sample's opinions in all of the first axis's phrases.

The highest percentage of the research sample's opinions who choose (yes) of the phrase n. (9) 100% and the lowest percentage of the phrase n. (1) with 33.33% percent, the highest percentage of the research sample's opinions who choose (partly) of the phrase n. 55.00%, and the lowest percentage of the phrase (10) 5.00% and the highest percentage of the research sample who choose (no) of the phrase n. (3) was 45.00% and the lowest percentage of the two phrases (7) by 5.00% , the phrase n. (9) the highest relative weight 180 and most relative important 100.00 between the axes' phrases, while the two phrases n.(3) represented the lowest relative weight by 120 and the lowest relative importance by 66.667.

Hereafter the researchers will discuss the results that they reached enlighten by the first question "what is the reality and the external surroundings of the handball world cup championship held in Egypt? And they concluded that hosting the championship raises the country capability to develop its financial abilities as airports, harbors, the internal traffics, water nets, sewage, roads and bridges and the economic factors effect on sport marketing strategies in the handball world cup championship and that what matches the study of **Amal Mohamed Ibrahim**( 2015m ) that clarifying the economic and financial policies and transparency about the financial changes in the sport field providing a more developing informational basics.( 1:40 )

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**Table (9)**

**Repetition, percentage, the relative weight, the relative importance and the 2k value of the research sample's opinions about the second axis that talking about the reality of the marketing budget of the handball world cup championship held in Egypt**

N=60

s	phrase	yes		Partly		No		The relative weight	The relative importance	2k
		k	%	k	%	k	%			
1	11	13	21.667	47	78.333	0	0.000	133	73.889	58.900
2	12	20	33.333	37	61.667	3	5.000	137	76.111	28.900
3	13	5	8.333	40	66.667	15	25.000	110	61.111	32.500
4	14	47	78.333	13	21.667	0	0.000	167	92.778	58.900
5	15	0	0.000	30	50.000	30	50.000	90	50.000	30.000
6	16	0	0.000	14	23.333	46	76.667	74	41.1111	55.600
7	17	39	65.000	19	31.667	2	3.333	157	87.222	34.300
8	18	48	80.000	10	16.667	2	3.333	166	92.222	60.400
9	19	4	6.667	9	15.000	47	78.333	77	42.778	55.300

2k tablet value at a spiritual level 0.05=5.99

The table (9) clarifies that there are statically significant differences of the research sample's opinions about all of the second axis's phrases.

And the highest percentage of the research sample's opinions who choose (yes) of the phrase n. (8) were 80% and the lowest percentage at the phrase n. (9) by 6.66% , and the highest percentage of the research sample who choose (partly) of the phrase n. (1) by 78.88% while the lowest percentage of the phrase n.(8) was 16.66%, the highest percentage of the research sample who choose (no) of the phrase n.(9) was 78.33% , the lowest percentage of the two phrases (7,8) by 3.33% , the phrase n.(4) represented the highest relative weight 167 and the most relative importance 92.77 between the axis phrases, while the

phrase n. (5) represented the lowest relative weight 90 and the lowest relative importance 41.111.

Below the researchers will discuss the results that they reached enlightened with The second question "what is the reality of the marketing budget in the handball world cup championship held in Egypt? The researchers concluded that hosting the championship creating a sport industrial competitive market in Egypt on the long term, also that there is no pricing strategies that fit the beneficiaries and that there is no utilization of the martial return out of the marketing activities to outlay over the matches and championship events.

The study of **Stolor D.K & Pritts B.G (2000)** that concluded the disappearance of a clarify plane to invest in the sport field and that the sport becomes a powerful industry not just an activity that the individual practice and that it is based on a powerful economic basis. (13: 236 )

Where the study aimed **at Amal Muhammad Babiker (2015 AD)** In analyzing the indicators of the efficiency of the investment climate system and its effects on attracting direct investments, it also seeks through questions to identify the most important determinants of the investment climate in the sports field against the background of globalization Economic, besides identifying the nature. (1: 115)

This study aimed to analyze the pointers of the investment climate system qualification and its effect on attracting the direct investment also it seeks through questioning to recognize the most important determinants the investment climate in the sport field on the economic globalization background besides recognizing the relative relationship nature between the investment climate determinate and the competitive ability on attracting the investment to the sport sector and realizing the casual relationship between the competitive ability and the size of direct private investment flow of the sport sector. The most important

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results was: clarifying the financial, economical and economical politics and transparency around the financial flows in the sport field and providing a developed informal and basic structure.

**Table (10)**

**Repetition, percentage, the relative weight, the relative importance and the 2k value of the research sample's opinions about the third axis that talking about the reality of the marketing commixture of the handball world cup championship held in Egypt**

N=60

s	phrase	yes		Partly		No		The relative weight	The relative importance	2k
		k	%	k	%	k	%			
1	20	9	15.000	21	50.000	30	50.000	99	55.000	11.100
2	21	30	50.000	15	25.000	15	25.000	135	75.000	7.500
3	22	15	25.000	12	20.000	33	55.000	102	56.667	12.900
4	23	10	16.667	27	45.000	23	38.333	107	59.444	7.900
5	24	60	100.000	0	0.000	0	0.000	180	100.000	120.000
6	25	55	91.667	3	5.000	2	3.333	173	96.111	91.900
7	26	29	48.333	2	3.333	29	48.333	120	66.667	24.300
8	27	15	25.000	2	3.333	43	71.667	92	51.111	43.900
9	28	54	90.000	5	8.333	1	1.667	173	96.111	87.100
10	29	59	88.333	5	8.333	2	3.333	171	95.000	81.900
11	30	5	8.333	21	35.000	34	56.667	91	50.556	21.100
12	31	37	61.667	17	28.333	6	10.000	151	83.889	24.700
13	32	30	50.000	30	50.000	0	0.000	150	83.333	30.000
14	33	30	50.000	30	50.000	0	0.000	150	83.333	30.000

2k tablet value at a spiritual level 0.05=5.99

The table n. (10) clarifies that there are statistical significant differences of the research sample in all of the third axis phrases.

And the highest percentage of the research sample's opinions who choose (yes) of the phrase (5) by 100%, and the lowest percentage of the phrase n. (11) by 8.33%, the highest percentage of the research sample's opinions who choose (partly) of the two phrases (13, 14) by

50%, and the lowest percentage was in the two phrases (7, 8) by 8.33% and the highest percentage of the research sample's opinions who choose (no) .of the phrase n. (8) by 71.66% and the lowest percentage of the phrase n. (9) by 1.66%, the phrase n. (5) represented the highest relative weight 180 and the most relative importance 100% between the axis phrases, while the phrase n. (11) represented the lowest relative weight by 92 and the lowest relative importance 50.556%.

Below the researchers will discuss the results that they reached enlightened with the third question which was "what is the reality of the marketing commixture in the handball world cup championship held in Egypt? And the researchers concluded that the summary of the handball world cup championship matches has been announced over the net sites and they ensure the disappearance of any connection with officials about the championship's marketing services also that the disappearance of the audience affected the marketing benefits of the championship.

**Jules Reindel (2001)** agreed and the results was the following: that the sport for all is a national strategy that need to be care of and linked with the mass media to be market and awareness people about, and auspices by the civil institutions, the country, companies and other institutions.

**Grant and Basho (2005)** study confirmed that which handled the sport marketing problems of football programs in schools and faculties confirmed to study the best marketing methods besides its problems and the most important recommendations and results that research the importance of marketing between the sports unions programs and the school sports programs and the importance of the need to educate the business community about the weightiness of it support for school and collage sport and the importance of its role in this marketing process. Advertising and publicity has an effective role in marketing and it is

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one of the importance method in this field and the necessity to guide the companies to take care of school sport and to market it.(11)

(**Steven ray, r .l & others**)(2018m) performed a study of the sport marketing in the schools and colleges, the research aimed to study the best method and its effective percentage in promoting for the schools and colleges sports, the most important conclusions pointed that the best marketing method was using the full time in self- marketing and put a written marketing programs and set a clear arrangements for the media alternatives but the school sport considered the last resort for a lot of the sport practitioner(out of the sport field) as a result non promoting and marketing for these institutions as there isn't a vision uniting toward aims or consequences.(14)

This disagreed with the study of **Hani Gamal Ismail (2012m)** as its results pointed to the dissatisfaction of the business men with the benefit that can be achieved from the sport field and that the administrative procedures of the club's investment plans can't be applied and don't help the country to establish the investment sportive projects besides that the administrative experiences don't exist to work in the sport investment field and the lack of putting a feasibility study for the project that can provide an investment climate for the sport investment that can attract the capital funds to the sport investing in the clubs.(10)

**Table (11)**

**Repetition, percentage, the relative weight, the relative importance and the 2k value of the research sample's opinions about the fourth axis that talking about**

N=60

s	phrase	yes		Partly		No		The relative weight	The relative importance	2k
		k	%	K	%	K	%			
1	34	48	80.000	12	20.000	0	0.000	168	93.333	62.400
2	35	12	20.000	12	20.000	36	60.000	96	53.333	19.200
3	36	45	75.000	15	25.000	0	0.000	165	91.667	52.500
4	37	55	91.667	5	8.333	0	0.000	175	97.222	92.500
5	38	40	66.667	20	33.333	0	0.000	160	88.889	40.000
6	39	38	63.333	18	30.000	4	6.667	154	85.556	29.200
7	40	2	3.333	9	15.000	49	81.667	73	40.559	64.300
8	41	48	80.000	9	15.000	3	5.000	165	91.667	59.700
9	42	17	28.333	41	68.333	2	3.333	135	75.000	38.700
10	43	45	75.000	12	20.000	3	5.000	162	90.000	48.900
11	44	45	75.000	7	11.667	8	13.333	157	87.222	46.900
12	45	57	95.000	3	5.000	0	0.000	177	98.333	102.900
13	46	51	85.000	6	10.000	3	5.000	168	93.333	72.300

2k tablet value at a spiritual level 0.05=5.99

The table n. (11) clarifies that there are statistical significant differences of the research sample in all of the fourth axis phrases.

The highest percentage of the research sample who choose (yes) of the phrase n. (4) by 91.66%, and the lowest percentage of the phrase n. (7) by 3.33%. The highest percentage of the research sample who choose (partly) of the phrase n. (9) by 68.33% and the lowest percentage of the phrase n. (12) by 5.00%, the highest percentage of the research sample who choose (no) of the phrase n. (7) by 81.66% and the lowest percentage of the phrase n. (9) by 3.33% and the phrase n. (12) represented the highest relative weight 177 and the most relative

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importance 98.33 between the axis phrases while the phrase n. (2) represented the lowest relative weight 96 and the lowest relative importance 40.556.

Below the researchers will discuss the results that they reached enlightened with the forth question “what is the reality of the mass media in the sport marketing of the handball world cup championship held in Egypt? And the researchers concluded that there is a sport marketing awareness toward promoting the championship and the ministry keens to provide the investors’ attraction factors at that championship and that there aren’t any spaces specialized to represent the sport institutions products in a special place inside the handball world cup championships matches.

That what **Abdo Mahmoud atia (2013)** study confirmed that its results pointed that there is shortage in the existing lows as it don’t help with increasing the self-finance and don’t encourage on investment because of the inexistence of a clear script including the investment low specialized with the sport field, the inexistence of lows that give the investors information about how to invest in the establishments and attracts them to enter this field, there is a difficulty in the administrative procedures that face the investors who manage the sport and youth establishments , inexistence of a practical experience of the investors and the lack of enough data for the places that they can invest in, there is no clear investment politic at the sport and youth ministry because of the lack of politic stable climate. (8:107)

The study of **Khaled Ibrahim Abdalaty (2011)** agreed with depending on a governmental resource for funding the sport championship marketing in the unions and sport clubs and the Olympic committee and that the self-funding was by 25% percent and the governmental one was 75% percent and that the business men’ opinions agreed with preparing and organizing for the sports

championship, also that the wide popular games was the most marketable, the research sample agreed that the advertising , promoting, selling the television broadcasting and selling the players is the most suggested marketing methods that it matches to apply and the recommendations came to guide the sport organizations to consider the different marketing methods and finding the appropriate lows and seeking the help of specialists in the sport championship marketing field.(5:94)

### **The research conclusions:**

**Enlightened with the research results the researchers concluded the following:**

- 1- Hosting the championship raises the country ability to develop its financial possibilities as the airports, harbors, the internal traffics, the water nets, the sewage, the roads and bridges and the economic factors affect the sport marketing strategies of the handball world cup championship.
- 2- The championship creates a competitive market of the sport industries in Egypt on the long term, also that there is no price strategic that commensurate with the benefiter and there isn't any exploitation of the financial benefit out of the marketing activities to spend on the matches and the championships' events.
- 3- That the handball world cup championship matches summary is broadcasted on the web sites and they confirmed the inexistence of any connection with the officials about the marketing services of the championship also that disappearance of the audience affected the championship marketing benefit.
- 4- There is no awareness out of the sports media toward marketing the world cup championship and the ministry trying to provide

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the attraction factors for the investors in this championship, also that there is no space specialized to represent the sport institutions' products in a special places inside the handball world cup championship matches.

Enlightened with the research conclusions the researchers recommended:

This study aimed to highlight the sport investment important role in the sport institutions to get use of the investment and recognizing the needs inside the organizations by a good practical methods and good use of this money inside the sports institutions so recommendation came as following:

- Working on setting a flexible lows to open the door in front of investment in the field and supervising it.
- Updating all the legislation that affect the sport investment.
- Reorganizing the sport club institutions on a modern practical bases that is useful to develop the investment in Arab Republic of Egypt.
- The importance of supporting the sport institutions at the infrastructure level and opening the field in front of the sports media.
- The necessity to provide the sport investment with a data base that aims to give the investor all the information about the investment reality in the country in addition with clarifying the most important investment fields in the sport activities.
- The necessity of working on achieving the harmony between the private and the public sectors in putting a patriot investment politic of the sports field.
- Seeking to set legislations that support the investment and adjusting the legal framework that organizes the sport field in Egypt,

that we can't continue with the sport low regulated in 1975 that has old phrases and texts that don't fit the current situation with its different developments and how can we possess and invest in these clubs and a clean play list that supervises the money, incomes and expenses like Europe, but a matter of applying that need to be interfere directly by the country not just waiting for the football union initiative.

- Stay away as much as possible from personal sources of finance.
- Generally, we should look at the investment subject in sports as a product, and being presented to specialists with involving the legal with the executive personals and not to exclusion any element of these elements, any condition of promoting should be applied on all of the official people in this system conditioned to exclusion the amateurs away from the administration and focus on the professionals.
- Reconsidering the marketing roles and the television broadcasting in Egypt, also selling the players and transforming roles and others, that there is a wired confusion in this market, as some players is sold out by 20 million pound and 30 million and others with over rated numbers of money in spite of the weakness of the sport status in Egypt generally.

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