

Assessing sport investment climate in Egypt and its relationship to sports tourism

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Introduction

If we talk about investment as a global pattern, then this sector at the present time is considered a complex industry and contains within it many other industries other than the sport itself.

Furthermore, the global sports market has exceeded the national income of 130 countries; the Chinese sports industry reached 1.9 trillion Yuan, equivalent to 294.1 billion dollars in 2016, and the American sports industry reached \$73.5 billion in 2019. This makes the sports economy an important engine of the national economy in many countries (UNWTO, 2016).

Thus, sport is considered an effective tool to enhance tourism revenues and achieve development. While sports investment reached a peak globally, Egypt is still trying to activate the investment process within the sports field. Many experts believe that increasing the allocations of spending on sports and youth activities is the most important mean in supporting sports system (El-taweel & Al-hadedy, 2007).

According to UNWTO (2016), France was able to generate an estimated 1.22 billion euros in economic revenue from hosting the 2016 FIFA World Cup, which cost just 200 million euros, allowing the country to achieve a significant economic recovery.

Thus, sport is considered an effective tool to enhance tourism revenues and achieve development. While sports investment reached a peak globally, Egypt is still trying to activate the investment process within the sports field. Many experts believe that increasing the allocations of spending on sports and youth activities is the most important mean in supporting sports system (El-taweel & Al-hadedy, 2007).

Research Problem

The research problem could be summarized in examining the impact of sports investment on sports tourism in Egypt; furthermore, determining the requirements needed to increase the volume of sports investment and identifying the role of sports investment in supporting sports tourism programs in Egypt.

Research Aim

The research aims to evaluate sport investment and its role in promoting sport tourism programs in Egypt. Therefore, the objectives of the research can be summarized in the following:

- Examine the impact of sports investment on sports tourism in Egypt.
- Illuminate the necessary requirements to maximize the role of investment in sports facilities to promote sports tourism programs in Egypt
- Support cooperation between the Ministry of Youth and Sports and the Ministry of Tourism to plan and implement sports tourism activities and programs, and promote these programs globally.

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- Determining the role and efficiency of the human component working in the sports sector.

Determining the most important elements of sports tourism in Egypt.

Research Hypotheses

The research is based on ensuring the truth of the following **hypotheses** which are mentioned below:

1. There is a statistically significant relationship between the human component in sports investment process and promoting sports tourism programs in Egypt.

There are many obstacles to investment in youth and sports establishments in Egypt that affected negatively sport tourism investment in Egypt.

Literature Review

1. Investment climate

Investment climate refers to "group of specific factors for one site that determine the opportunities and incentives that enable companies to invest productively, to create jobs and to be expanded".

The investment climate is considered as one of the complex concepts that is related to multiple aspects, Nour (2018), mentioned that investment climate reflects the overall economic, legal, political and social conditions that contain the environment where the investment is made. In addition to that, Hussein (2007) showed set of elements which are considered the most important motivational elements for the investor:

Firstly:

- 1- The host country, which is characterized with political and economic stability.
- 2- Accessibility to transfer profits abroad.
- 3- Exchange rate stability in the host country.
- 4- Reducing the procedures and dealing with the Official authorities.

Secondly:

- 1- Possibility of achieving a high return of investment
- 2- Reducing custom charges and the temporary tax exemption.
- 3- Clarity of the laws regulating investment and stability.

Third:

- 1- Provide a local partner of the host country.
- 2- Availability of movement.
- 3- Availability to export.
- 4- Availability of investment opportunities.

As a result, the study finds that improving trust between private investors (foreigners or local ones) and public authorities will certainly make a good investment climate and will create a stable investment environment that increases FDI flow, in addition, reflecting the local conception of a good cooperation.

2. Sport tourism

Sport and tourism have a long history, dating back to ancient times when people competed to see who was the strongest, quickest runner, and who could leap or throw the furthest or jump the highest (Saayman, 2012).

According to the Journal of Global Tourism Research (2020), there are several reasons why people travel, and one of the most common is to engage in or watch sports. According

to a survey published by the United Nations World Tourism Organization, the global sports tourism business was worth \$800 billion in 2016, accounting for around 10% of the whole tourism industry. Furthermore, according to Journal of Global Tourism Research (2020), the global sports tourism business is significantly larger at \$1.41 trillion dollars, and the market is predicted to increase at a compound annual growth rate of around 36% from 2019 to 2023. In 2019, sport-related travel spending in the United States (US) was \$45.1 billion, with indirect and induced spending totaling \$103.3 billion. Furthermore, the sports tourism business in the United States supported about 740,000 jobs and contributed \$14.6 billion in tax revenue.

2.1 Definition of sport tourism:

The definition of sport tourism has been debated over the past couple of decades. As the term indicates, it is a combination of sport and tourism. Scholars have attempted to define what sport tourism is and what it entails. Some have defined it as having active, passive, and nostalgic elements (Gibson, 1998). Others have explained it as a trip with sport being either the main purpose or a secondary or incidental purpose. Weed (2005) argued that it is better to define it as a concept or experience derived from the interaction of activity, people, and place.

According to Hinch and Higham (2001), sport tourists may be attracted to either spectator events, participant events, active sports, or heritage sport attractions. Spectator events are those events with large audiences watching competitive elite athletes (e.g., FIFA World Cup), while participant events (usually with amateurs) account for the majority of events (e.g., Tokyo Marathon). Active sport attractions appeal to sport enthusiasts and recreational athletes who wish to actively and independently engage in a sporting event (e.g., ski resorts in Nagano). Lastly, heritage sport attractions bring in people who want to experience heritage-based sport experiences or nostalgia (e.g., Baseball Hall of Fame Museum). While the categorization may be simple and straightforward, sport tourists must go through a complex decision-making process to decide where or if to travel. It is also worthwhile to note here that the event itself is only a portion of sport tourism.

On another hand, Hall (2000, 194) defined sport tourism as “a travel for non-commercial reasons to participate or observe sporting activities away from the home range”. Moreover, sport tourism is an expression of a pattern of behavior of people during certain periods of leisure time such as vacation time, which is done partly in especially attractive natural settings and partly in sports and physical recreation facilities in the outdoors.

2.2 Sport tourism in Egypt

Egypt can be a good destination and an arena for sports tourism; it has a lot of ingredients that, with investment, can be exploited to become one of the most destinations with several tourist attractions. The estimated size of the tourism demand, according to data from the European Union for Egypt, is about 70,000 tourists, which represents less than 1% of the total demand for tourism to Egypt, necessitating the need for promotion and development (Sisi, 2001). Egypt has focused on tourism sports as the most important type of tourism, as represented by the Ministry of Tourism and some stakeholders. They have accorded to make more effort and attention to provide the necessary facilities to practice different kinds

of sports, especially because Egypt enjoys a mild climate suitable for practicing all kinds of sports throughout the year.

Many tourist attractions in Egypt have witnessed many sporting championships such as the Egypt International Marathon in Luxor; the 7th International Red Sea Fishing Competition in Hurghada; the International Squash Championship in Hurghada; and the Egypt International Cycling Race in South Sinai, as well as the Safaga International Championship for Sailing Boards according to the Information General Association (2021),

Egypt has many attractions for sports tourism represented in the following:

- The picturesque beaches on the Mediterranean Sea and Red sea.
- Golf clubs, equestrian clubs, water sports clubs, diving, fishing and canoeing.

3. Sport investment

Sports investment is a newly emerging economic approach that emerged in the mid-seventies after increasing the volume of oil production and the consequent rise in prices, which is in fact a type of investment.

Definition of sports investment: "It often includes sacrificing a set of planned investment expenditures in order to obtain a larger expected set of cash flows, which are generally characterized as uncertain during different periods of time." It was also defined as "the sacrifice of current funds in order to obtain future returns (Abd-Alla, 2004).

From the previous two definitions, we conclude that sports investment is a strategic decision that includes a person sacrifices a current benefit to obtain it more in the future, furthermore, Ahmed (2012) viewed four important elements to understand the concept of sport tourism:

1- Contribution: where the investor makes his contribution in cash or in kind, material or non-material.

2- Profit Intent: The objective of the investment process is to obtain profits.

3- Risk or risk: that is, the investor may achieve profits or may bear their fate loss.

4- Time factor(duration): the investor must wait for a while to see their turn on his investment (and this is the difference between investments and selling).

Moreover, Al-Shafi'i (2006) mentioned that investment in the sports institution varies between sports investment and public investment, and this is reflected in the following:

1 - Sports investment in the sports institution: by sponsoring sports teams for individual games and collective, establishing health clubs, television broadcasting rights, sponsorship and advertising rights, hosting teams, right to sell tickets for matches and competitions, right to buy and sell players, providing multi-purpose halls with the establishment of schools to teach and train various sports.

2 - Public investment for the sports institution: by establishing treatment centers, appropriate halls with fast-food restaurants, organizing various parties, internet halls, buying company shares, a fuel supply station and training courses for education, training, recreation and sports management, and the exploitation of sports facilities in non-public activities and events. It is linked to sports, in addition to use it to promote tourism through its service and recreational means that attract tourists.

3.1 Objectives of sports investment

Among the most important goals that sports investment seeks to achieve the following:

1- Achieving a return or material profit: The goal of any investor is to achieve an appropriate return and appropriate profitability help him continue his project. Hence, the main concern of any person who wishes to invest his money is to achieve appropriate profits and avoid loss.

2- Maintaining the value of the assets or maintaining the value of the original capital of the investor in various projects in the fields of physical education and sports. Maintaining the value of the original capital of the project.

3- Income continuity and increase: The investor in the field of physical education and sports aims to achieve income continuous work to increase and develop it constantly.

4- Ensuring the necessary liquidity to meet work obligations and cover emergency situations (Al-Shafi'i, 2006).

3.2 Criteria and factors for decision-making in sports investment.

There are several criteria and factors that help to make a decision in sports investment and to be clear these criteria should take a look at modern politics in terms of encouraging sports investment:

A- Modern trends of sports investment. Sports captured the attention of the public in the vast majority of countries in the world. Every type of sport has its fans, who crawl to encourage any kind of these sports. It was natural for the thinking within these countries to reach unconventional ways to finance these sports and bring them to the global level, relying on traditional sources in Funding in terms of subsidies, donations and credits by the state and businessmen is no longer sufficient to enable countries to reach their desired goals in sports. Therefore, it was natural for investors to think about finding traditional financing sources that would achieve what they aspire to sports and achieve profitability and acceptable return for investors (Fadl-Alla, 2012).

The modern trend is creating joint stock companies that manage these sports and supervise investment, which can be used to refinance all sports activities and bring them to the global level.

B- The criteria that must be taken into account when making investment decisions in sports institutions:(Boudiaf, 2018)

1 - The first factor: Relying on the investment decision that follows the steps of the scientific method.

- The second factor: taking into account some of the following criteria:
- Number of investment options or opportunities.
- The principle of experience and qualification
- The principle of suitability, i.e. the investor's choice of the appropriate investment field among several proposed alternatives
- According to the subjective factors of the investor "his age, income, social and health status".

- The principle of investment diversification or distribution, the return can only be achieved by availability the following two conditions:
 - The expected cash flows from the investment are certain in terms of value.
 - To be certain in terms of time.

3.3 The experiences of countries from investing in the sports field, the volume of expenses and economic returns achieved, and their impact on the economies of these countries

Abd-Alla (2021) mentioned that one of the areas of most interest of investment in the sports field is the FIFA World Cup and the Summer Olympics, due to the huge and large budgets they contain, and the focus of great interest for many large investment companies and investors. Some experiences of countries investing in these two aspects: Investing in hosting the FIFA World Cup, and investing in the Summer Olympics) will be addressed focusing on expenditures and revenues.

First: models of the countries that hosted the FIFA World Cup, and the volume of expenses and revenues generated.

The actual increase, demand and spread of football among the peoples of the world of all classes and levels, resulted in an increase in the number of football followers behind television screens, and this is the reason that attract investment companies and investors to invest in the sports field, specifically in football, and since the beginning of the World Cup in 1982. The total revenue in that year amounted to \$2 billion. This amount represents sponsorship expenses, until the sponsorship contract reached \$16 billion in 2018, and the fields of sponsorship vary in sports, especially in football (Abd-Alla, 2021).

Second: models of the countries that hosted the Olympic Games, the volume of expenditures and revenues, and its impact on the economy of countries.

Many countries have hosted the Olympic Games, and many of these countries have economically failed to achieve a positive financial resource for their budget, as some countries until today are paying off the losses, and the debts incurred by their budgets from the failure that affected them from this hosting, and China is the only country that has so far it of hosting these events, specifically in the 2008 Beijing Olympics (Abd-Alla, 2021).

From the costs of the Olympics, and the experiences of countries, it can be concluded that:

The cost of the Summer Olympics in the Chinese city of Beijing was the lowest in exceeding the allocated budget among the experiences of all countries by only 2%, and this indicates the success of all financial and economic studies, and feasibility studies that were conducted for this Olympics, as well as many developed countries that lead the world Economically, it has failed miserably in hosting international sporting events, specifically in hosting the Olympics, for example Britain in hosting the Olympics in the Summer Olympics in London in 2012, where it developed and allocated a budget for this event estimated at 15 billion dollars, and Russia in hosting a session The Winter Olympics in Sochi in 2014, set and allocated a budget for this event estimated at \$21.9 billion, and these two events are considered at the level of their budgets of the largest budgets that have been

monitored for hosting, however, these two experiences failed to study their feasibility financially and economically, as the first Its budget exceeded by 76%, and the second exceeded by 289%, and we also conclude that France and Canada both re-hosted them three times, and all of them were successful. The financial failure, specifically the creation of a large financial deficit, and each of them in all three experiments exceeded the allocated budget in different proportions, and neither of them benefited from the previous experiences, and this is an extension of the financial and economic management failure, and indicates the weakness of all studies that were developed for this (Abd-Alla, 2021).

Table (1): The host countries of the World Cup, the year of hosting, and the impact of hosting on the country's economy.

host country	year of hosting	Hosting costs	Revenue from hosting	Impact on the country's economy
USA	1994	340 million dollar	420 million dollar	Positive return of \$80 million
France	1998	340 million dollar	401 million dollar	Positive return \$61 million
Japan/ South Korea	2002	5 billion dollar	9 billion dollar	Positive return 4 billion dollars
Germany	2006	6.2 billion dollar	12 billion dollar	Positive return of \$5.8 billion
South Africa	2010	3.2 billion dollar	4.9 billion dollar	Positive return of \$1.4 billion
Brazil	2014	13.5 billion dollar	30 billion dollar	Positive return of \$16.5 billion
Russia	2018	20 billion dollar	13.5 billion dollar	Positive return of \$6.5 billion

Source: International Monetary Fund, 2021

3.5 Qatar's experience to host the 2022 World Cup

Qatar states it able to get the right of hosting the championships in 2022. Qatar submit excellence competitive file for hosting comparing with other competitors that have human resources and sporty history. Qatar seeking from this hosting to achieve its national and global identification and inheritance of civilization according to strategic perspective of soft power in line with Qatar national perspective in 2030, and achieving of economic, social, environmental and civilization benefits by the championships. The estimated size of investments in championships up to 200 billion dollars. This number represents a big

investment size in sport event in the world. In the investment side, Qatar face (political risk) lies in reluctance some of countries and tries to failure championships organizing. In contrast, the power of Qatar economics and the durability among people and government represents the real pillars in its ability to organizing the championships in its schedule; this fact represents a core conclusion of our research. This research adopts a descriptive and analytical method to prove its hypothesis and achieved the research aims. To cover the research content, it has included: Section One: Investment: concepts, benefits and costs. Section Two: sport investment in world cups championships in football. Section Three: The Foresight Sides of Qatar Hosting for World Football Cup 2022 (Al-Shukraji et al, 2019).

3.6 Study and analysis of some articles of the Egyptian Sports Law related to investment, as well as the Investment Law and its Executive Regulations issued in 2017:

After the issuance of Law 71 of 2017, which allowed existing clubs to establish companies that acquire %51 of their shares for sports investment, the private clubs, in turn, are facing difficulties as a result of great competition with the private sector and that their economies will not last long in front of private sector capital, with the exception of clubs with a large public Which can provide them with appropriate funding based on their popularity, while it is difficult for these clubs to attract private investments because of their civil identity and dependence on government funding (Mohammed, 2020).

By analyzing the articles of the Sports Law (71) allocated in one of its chapters (Chapter Eight) from Articles (71) to Article (78), it is clear that the Egyptian legislator allowed the establishment of joint-stock companies to engage in sports services business, offering their shares in public subscription and listing on the stock exchange, as well as Giving the opportunity to establish branches of the well-known clubs in the form of joint stock companies. The law also provided many public and private guarantees and incentives for investment projects (Mohammed, 2020).

Investment Law No. 72 of 2017 and its Executive Regulations No. 2310 of 2017 also clarified the activities and areas subject to the provisions of the law, including the Sports Law, which includes all services provided from the sports field, whether in the form of management, marketing, operation, sports management, establishing private clubs or Academies, health clubs, or fitness centers, provided that they are established in the form of joint stock companies (Nour, 2018).

3.7 Sport and youth Projects offered for investment in Egypt

Many youth facilities have been suggested for investment utilizing the POT system by the Ministry of Youth and Sports. The following are examples of projects that have been proposed for funding under the POT system:

Table (2) number of youth Projects offered for investment in Egypt

Type of project	Number
Playgrounds	60
swimming pool	51

Type of project	Number
Banquet halls	40
Shops	74
Gyms	20
Cafeteria and buffet	46
Other	41
Total	332

Source: Ministry of youth and sports, 2021

Central administration for Sports Investment (2021) supported the sports clubs all over the country. They invested in some projects in sports clubs in the different governorates in Egypt during the previous three years, as indicated in the table below:

Table (3): Investment offering projects in sports clubs

N	Governorate	The number of facilities to which projects have been awarded	The number of invested projects
1	Alexandria	4	6
2	Port said	1	1
3	Giza	4	4
4	Aswan	5	6
5	Cairo	4	9
6	Sharkia	3	5
7	Kafr-elsheikh	7	14
8	Qina	1	1
9	Minia	2	4
10	Dakahlia	3	6
11	Qalyubia	4	6
12	Menoufia	2	5

N	Governorate	The number of facilities to which projects have been awarded	The number of invested projects
13	Bani suief	3	4
14	Suhag	2	2
15	Ismailia	4	6
Total		46	74

Source: Central Administration for Sports Investment, ministry of youth and sports, 2021

2. Research methodology

To achieve the aim of the study, the study used the descriptive statistics methodology; the study analyzed the secondary data related to sport and tourism investment (from the official tourism and sport authorities) and primary data depending on questionnaires' analysis. Quantitative approach was used to assess the opinions of the key officials at sport and tourism authorities in Egypt. A questionnaire was developed and directed to:

- 1- The key officials at Egyptian Ministry of youth and sports.
- 2- The key officials at the Egyptian MOT (economic section)
- 3- Number of directors of the most famous sport authorities in Egypt (clubs and youth centers)..

In general, the study administrated (250) questionnaires, were directed from 5 Mar to 30 Mar 2022. The research received (162) questionnaires with response percentage (64.8%). The questionnaires were directed on expert specialists in sport, tourism sector to evaluate the investment in youth and sports facilities and its role in promoting sports tourism programs. Therefore, there are a deficit in the study of this topic to identify the strengths, weaknesses, exploitation of opportunities and identify the obstacles that deter the sport tourism and sport investment process in Egypt. In this questionnaire the researcher used fifth Likert scale as follows: Strongly agree – Agree– Undecided – Disagree – Strongly Disagree.

Questionnaires' analysis used the statistical package for social science (SPSS) analysis system SPSS version (22) to reach its findings. Quantitative approach was used to assess the opinions of the key officials at sport and tourism authorities in Egypt. The questionnaires were developed, and were distributed on expert specialists in sport and tourism sector in the official authorities.

These questionnaire forms were available online from (from 5 Mar to 30 Mar 2022). The statistical package for social sciences (SPSS) was used to statistically process data by the researchers. The following statistical approaches were used in the treatment:

1. Frequencies, percentages, means, and standard deviation (SD): To define the characteristics variable study sample.

2. Cronbach's alpha analysis: To determine the questionnaire's stability coefficients, as well as the coefficient of stability for each axis of the study axes.
3. Pearson correlation.

2.1 Determining the Population and the Sample

This part covers the topic of sampling, which is the process of selecting the ‘population’ ‘subjects for study. It also examines the implications of sampling for data analysis. The researcher seeks representativeness by following the principles of available sampling, which means that, as nearly as possible. The population of the study is entirely represented by expert specialists in sport and tourism sector in the official authorities relating to sport and tourism investment.

B. Sample

The research should determine the way of selecting a sample or what was popularly known as the sample design. In other way, a sample design is a particular plan determined before any data are collected to obtain a sample from the specific population.

The study chose the available sample, which amounted to (250) individuals, which consist of:

- 1- The key officials at Egyptian Ministry of youth and sports.
- 2- The key officials at the Egyptian Ministry of tourism (economic section)
- 3- Number of directors of the most famous sport authorities in Egypt (clubs and youth centers).

C. Population of the study

Population of the study is expert specialists in sport and tourism sector in the official authorities, the Population of the study by 650 individuals includes undersecretaries of the Ministry, general managers, directors of sub-departments and directors of sports facilities from the Egyptian Ministry of youth and sports, the Egyptian Ministry of tourism, the most famous sport authorities in Egypt (clubs and youth centers).

The proportion of the sample from the population

The proportion of the sample from the population of the study reached 38%, which is an acceptable percentage, as the study population does not exceed a thousand individuals.

2.2 Data Validity and Reliability

To validate the data collection instrument used in this study in terms of its readability, format, and ability to measure the study's constructs; the researchers distributed the questionnaire instrument to expert specialists in sport and tourism sector in the official authorities; those who have specializations and expertise in the field of this study. The questionnaire instrument was then updated and refined to reflect the comments and suggestions received by the domain experts. Moreover, the experts showed interest and interacted with the researchers concerning the questionnaire instrument which adds to its validity.

Before proceeding with further analysis, the reliability testing was used in order to ensure consistent measurement across various items in the questionnaire. Indeed, the reliability of a measure indicates stability and consistency of the instrument. Cronbach's Alpha is one of the most frequently applied metrics to measure a scale's reliability, in which

its index ranges from 0.0 to 1.0. Researchers should target a value closer to 1.0, as Alpha value proves that the instrument of the study is strong and consistent. However, it's important to note that in social sciences the threshold value of 0.7 is considered acceptable (Ragab & Hassan, 2011).

Table (4) Cronbach's Alpha value

Variables	No. of items	Cronbach's Alpha Value	Validity Coefficient *
The components of sports tourism investment.	10	0.879	0.938
Requirements to maximize the role of investment in sports facilities to promote sports tourism programs in Egypt.	5	0.887	0.942
The role of the human resources in sports tourism investment in Egypt.	8	0.774	0.880
The actual reality of the potential of sports facilities.	9	0.893	0.945
The impact of sports tourism on sports investment in Egypt.	6	0.842	0.918
Obstacles to investing in youth and sports facilities in Egypt.	7	0.899	0.948
Total	45	0.934	0.966

* Validity coefficient = $\sqrt{\text{Reliability coefficient}}$

- 1- In order to measure the internal consistency and reliability of the study's constructs. Cronbach's alpha (α) measure was used. The scales' reliabilities were measured and the Cronbach's Alpha of all scales in Table (3) ranged from 0.774 to 0.899, and for total questionnaire items was (0.934), this indicate an acceptable Cronbach's Alpha value for each field, whenever Cronbach's Alpha value is acceptable if it's more than (0.7) (Ragab & Hassan, 2011).

2.3 Research Findings

The following part explains the results concerning the six dimensions representing Evaluating investment in sport facilities and its role in promoting sport tourism programs in Egypt.

Section 1: Demographic characteristics of respondents

Figure (1) shows the percentage of age group. Most of the respondents 75.30% were aged between 20 and 35 years, whereas 15.40% of them were aged between 35 and 45 years, 6.20% of respondents were aged between 35 and 45 years and 3.10% of respondents were aged more than 55 years.

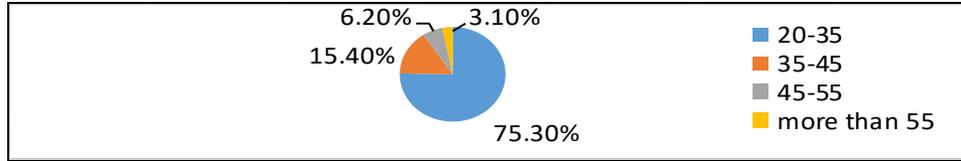


Figure 1: age group

Figure (2) illustrates the percentage of regarding the education level, 67% of the respondents were studying for Bachelor' degrees, whereas 17% of them were master degree and 16% of them were PhD degree.

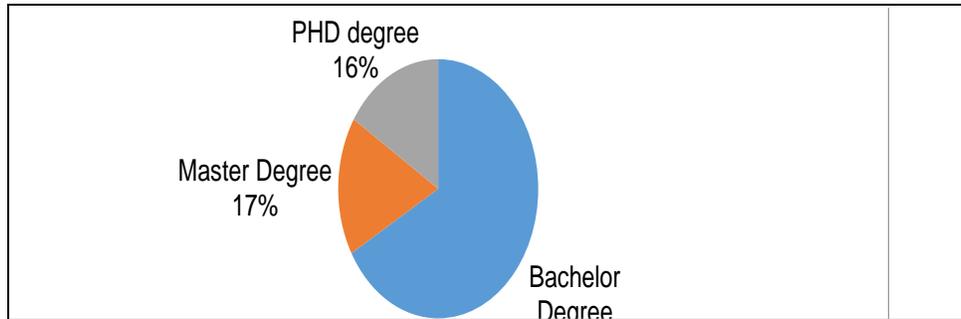


Figure 2: Qualification level

Figure (3) presents the percentage of years in current position for respondents, there were 27.20 % of the respondents less than 5 years, whereas 19.80% of respondents were between 5 – 10years, as well as 25.30 of the respondents were between 11 – 15 years, and 27.20% were more than 15 years in current position.

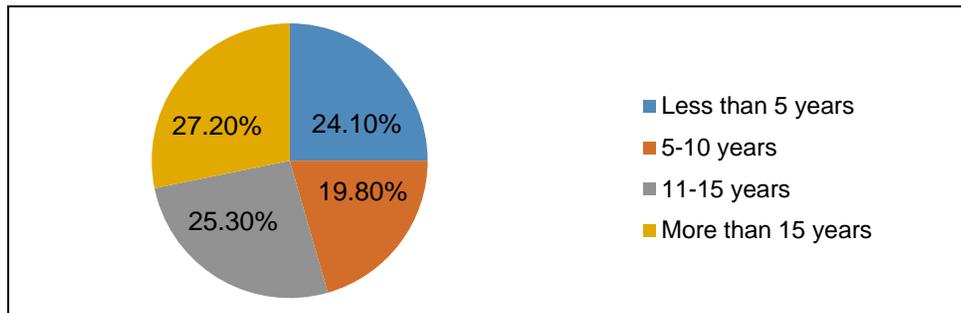


Figure 3: Years in current position

Section 2: The components of sports tourism investment.

Table (5): the components of sports tourism investment in Egypt

Variables	SD	D	N	A	SA	Mean	Std Division	Rank
The country works to exploit the natural and geographical components of sports tourism.	3.7	9.9	21	46.9	18.5	3.67	1.009	7
There is a network of paved transport routes, airports, utilities and appropriate transportation to help tourists at home and abroad reach tourist sites in Egypt	1.2	6.8	17.9	51.9	22.8	3.87	.879	2
Hotels, amenities, accommodation and shopping services are located near sports tourism attractions.	0.6	11.7	21.6	48.1	17.9	3.71	.917	6
Exploit the tourism facilities of different sports to attract and benefit from these sports.	3.1	13.6	30.2	36.4	16.7	3.50	1.023	8
Organizing and holding tournaments for some different sports in more than one geographical location to benefit from tourist facilities	1.2	8.6	13.6	54.9	21.6	3.87	.893	3
The country promotes domestic and foreign investment in sport tourism establishments	0	13	18.5	50.6	17.9	3.73	.904	4
Egypt's sports infrastructure is able to attract international sports leagues	1.9	22.8	24.7	33.3	17.3	3.41	1.079	9
Egypt has a professional system to promote sports tourism programs and sports institutions in Egypt	4.9	24.1	27.2	34	9.9	3.20	1.068	10
Egypt has the qualified human component to run the sports and tourism operation in Egypt	1.9	13.6	17.3	45.7	21.6	3.72	1.012	5
Environmental, economic and security factors attract sports tourism investment	0	6.8	16	53.7	23.5	3.94	.817	1
Total Mean						3.66		

The detailed examination of the results presented in Table (5) reveals the respondents' responses about the components of sport tourism investment in Egypt. The average score resulted with a mean of 3.66. This indicates that majority of the cases tend to mark on the middle of the scale on a 1 to 5 range. However, most of the items resulted with a slightly higher mean than 3 indicating the agreeableness of the respondents on those items, as imperative for sports tourism investment in Egypt. The highest mean values for tangibility services emerged for the item "Environmental, economic and security factors attract sports tourism investment" (mean = 3.94), followed by "There is a network of paved transport routes, airports, utilities and appropriate transportation to help tourists at home and abroad reach tourist sites in Egypt" (mean = 3.87), whereas, the lowest mean value for this construct is for "Egypt has a professional system to promote sports tourism programs and sports institutions in Egypt" (mean = 3.20). Followed by "Egypt's sports infrastructure is able to attract international sports leagues" (mean = 3.41), resulted with a less varied standard deviation as, 1.068 and 1.079, respectively. These items are from the dimension "sports tourism investment", consequently, indicating that for respondents it seemed to be important with regard to sports tourism investment in Egypt.

Section 3: Requirements to maximize the role of investment in sports facilities to promote sports tourism programs in Egypt.

Table (6): Requirements to maximize the role of investment in sports facilities to promote sports tourism programs in Egypt

Variables	SD	D	N	A	SA	Mean	Std Division	Rank
Cooperation between the Ministry of Youth and Sports and the Ministry of Tourism to provide a professional marketing strategy to promote sports tourism programs	1.9	4.9	13.6	54.9	24.7	3.96	.866	5
Providing training and quality qualification to the human component based on the management of the sports process and selecting the best elements	0.6	6.2	11.7	48.8	32.7	4.07	.864	1
Guiding the country's efforts to establish a group of world-class stadiums and gyms to host various international tournaments	0.6	5.6	16	42	35.8	4.07	.893	2
Amend the Sports Law on Sports Investment to include a sports funding	0.6	8	13.6	47.5	30.8	3.99	.905	3

Variables	SD	D	N	A	SA	Mean	Std Division	Rank
mechanism similar to successful countries in the field of sports investment								
Provide an investor incentive package in terms of reducing the price of land and the ease of allocation, reducing procedures and activating the one-net project	1.9	5.6	14.2	50.6	27.8	3.97	.902	4
Total Mean						4.01		

Table (6) shows the means and standard deviations of requirements to maximize the role of investment in sports facilities to promote sports tourism programs in Egypt, where the means ranged between (3.69- 4.07) compared with the total instrument mean for the domain (4.01). This indicates most of the items resulted with a slightly higher mean than 4 indicating the agreeableness of the respondents on those items, as imperative for requirements to maximize the role of investment in sports facilities to promote sports tourism programs in Egypt. The item “Providing training and quality qualification to the human component based on the management of the sports process and selecting the best elements” ranked first with a mean and standard deviation (mean=4.07, standard deviation = 0.864) compared with the total instrument mean and the standard deviation. The item “Professional marketing strategy to promote sports tourism programs” ranked last reached a mean (3.96) and the standard deviation was (0.866) compared with the mean and standard deviation of the total instrument.

Section 4: The role of the human component in sports tourism investment in Egypt

Table (7): The role of the human component in sports tourism investment in Egypt

Variables	SD	D	N	A	SA	Mean	Std Division	Rank
There are specialized personnel within sports federations and tourism institutions in the field of sports marketing and sports tourism.	8	28.4	21.6	29.6	12.3	3.10	1.181	7
The country is working to develop programmers and courses and send scientific missions to developed countries in sports tourism to qualify	5.6	25.3	23.5	34	11.7	3.21	1.117	6

Variables	SD	D	N	A	SA	Mean	Std Division	Rank
individuals so that they can work in the sports field in Egypt.								
There are departments within the faculties of sports education, tourism and hotels to prepare human cadres specializing in sports tourism.	6.2	21	24.1	37	11.7	3.27	1.109	5
Investing in humanity is one of the most important pillars of sports and tourism investment	0.6	7.4	9.9	48.8	33.3	4.07	.886	2
Sports investment helps develop and showcase sports talent for the public	1.9	4.9	8	49.4	35.8	4.12	.890	1
The struggles of club boards and youth centers negatively affect the low volume of sports investment	1.9	9.3	8.6	46.3	34	4.01	.984	3
There is a prevailing thinking among the governing bodies of clubs and youth centers that the investor comes to control the club's rights and benefit	4.9	6.8	20.4	42.6	25.3	3.77	1.061	4
Allowing foreign investors to run for club boards will increase investments in sports clubs	18.5	18.5	17.3	35.8	9.9	3.00	1.300	8
Total Mean						3.57		

The detailed examination of the results presented in Table (7) reveals the respondents' responses about the role of the human component in sports tourism investment in Egypt. The average score resulted with a mean of 3.57. This indicates that most of the items resulted with a slightly higher mean than 3 indicating the agreeableness of the respondents on those items, as imperative for the role of the human component in sports tourism investment in Egypt. The

highest mean values for the role of the human component in sports tourism investment in Egypt emerged for the item “Sports investment helps develop and showcase sports talent for the public” (mean = 4.12), followed by “Investing in humanity is one of the most important pillars of sports and tourism investment” (mean = 4.07), whereas, the lowest mean value for this construct is for “Allowing foreign investors to run for club boards will increase investments in sports clubs” (mean = 3.00). Followed by “There are specialized personnel within sports federations and tourism institutions in the field of sports marketing and sports tourism.” (mean = 3.10), resulted with a less varied standard deviation as, 1.300 and 1.181, respectively. These items are from the dimension “the role of the human component in sports tourism investment in Egypt.”, consequently, indicating that for respondents it seemed to be important with regard to the role of the human component in sports tourism investment in Egypt.

Section 5: Obstacles to investment in youth and sports establishments in Egypt

Table (8): Obstacles to investment in youth and sports establishments in Egypt

Variables	SD	D	N	A	SA	Mean	Std Division	Rank
Decentralization and bureaucracy in the sports sector	5.6	5.6	24.7	42	22.2	3.70	1.052	5
Weak legislation and laws on sports investment	4.3	5.6	21.6	49.4	19.1	3.73	.977	3
Lack of a detailed database of the sports sector so that it can be activated and transformed into economically productive entities	3.7	9.3	19.1	48.1	19.8	3.71	1.007	4
Difficulty in allocating land and rising land prices for the investor	2.5	11.1	24.1	43.2	19.1	3.65	.993	7
Decrease in the Egyptian pound's exchange rate against the dollar	6.2	9.3	19.8	42	22.8	3.66	1.115	6
Many laws and amendments relating to licenses, tenders, auctions and taxes	3.1	6.2	18.5	45.1	27.2	3.87	.985	1
The lack of clarity in the new Sports Act regarding sports investment and its non-inclusion of a sports funding mechanism similar to that in successful countries to	4.9	3.7	21.6	51.9	17.9	3.74	.962	2

Variables	SD	D	N	A	SA	Mean	Std Division	Rank
reduce government spending on clubs								
Total Mean						3.72		

Table (8) shows the means and standard deviations of obstacles to investment in youth and sports establishments in Egypt, where the means ranged between (3.87- 3.65) compared with the total instrument mean for the domain (3.72). This indicates most of the items resulted with a slightly higher mean than 3 indicating the agreeableness of the respondents on those items, as imperative for the obstacles to investment in youth and sports establishments in Egypt. The item “Many laws and amendments relating to licenses, tenders, auctions and taxes” ranked first with a mean and standard deviation (mean=3.87, standard deviation = 0.985) compared with the total instrument mean and the standard deviation. The item “Difficulty in allocating land and rising land prices for the investor” ranked last reached a mean (3.65) and the standard deviation was (0.993) compared with the mean and standard deviation of the total instrument.

Table (9): The correlation between the role of the human component in sports tourism investment in Egypt and the requirements needed to maximize the role of investment in sports facilities to promote sports tourism programs in Egypt.

		The role of the human component in sports tourism investment in Egypt
Requirements to maximize the role of investment in sports facilities to promote sports tourism programs in Egypt	Pearson Correlation	.610**
	Sig. (2-tailed).	.000

Table (9) points out that Person Correlation are (0.610) which means that there is significant positive between “the role of the human component in sports tourism investment in Egypt” and “requirements to maximize the role of investment in sports facilities to promote sports tourism programs in Egypt”.

Table (10): The correlation between Sport tourism in Egypt and the role of the human component in sports tourism investment in Egypt.

		Impact of sports tourism on sports investment in Egypt
The role of the human component in sports tourism investment in Egypt	Pearson Correlation	.593**
	Sig. (2-tailed).	.000

Table (10) points out that Person Correlation is (0.593) which means that there is significant positive between “Sport tourism in Egypt” and “The role of the human component in sports tourism investment in Egypt.

Table (11): Correlation between Sport tourism in Egypt and the role of the Actual Reality of Sports Facilities Potential.

		Impact of sports tourism on sports investment in Egypt
The Actual Reality of Sports Facilities Potential	Pearson Correlation	.646**
	Sig. (2-tailed).	.000

Table (11) illustrated that Person Correlation is (0.646) which means that there is significant positive between “Sport tourism in Egypt” and “The Actual Reality of Sports Facilities Potential”.

2.4 Objectives of the study achievement

Table (12): Indicates to what extent the objectives of the study are achieved.

Objective	Questionnaire
1- Determine investment obstacles in youth and sports establishments in Egypt.	Table (8) from question 1- question 7
2- Support cooperation between the Ministry of Youth and Sports and the Ministry of Tourism to plan and implement sports tourism activities and programs, and promote these programs globally.	Table (6) question ‘1’
3- Illuminate the necessary requirements to maximize the role of investment in sports facilities to promote sports tourism programs in Egypt	Table (6) from question 1- question 6
5- Determining the role and efficiency of the human component working in the sports sector.	Table (6) question ‘1’ table (7) question ‘4’ table (8) question ‘1’
6- Determining the most important components of sports tourism in Egypt	Table (5) from question 1- question 10

2.5 Proof of Hypotheses

There are two hypotheses for the study, as follows:

1- There is a statistically significant relationship between the human component in sports investment process and promoting sports tourism programs in Egypt.

From the primary data analysis, the research reaches a number of important results proving this hypothesis.

According to the questionnaire:

1- Investing in humanity is one of the most important pillars of sports and tourism investment (Table 7 question No 4).

2- There is a prevailing thinking among the governing bodies of clubs and youth centers that the investor comes to control the club's rights and benefit, no doubt that this thinking affected negatively sport tourism in Egypt (Table.7, question No 7).

3- Allowing foreign investors to run for club boards will increase investments in sports clubs (Table.7, question No 8).

5- There is significant positive between “the role of the human component in sports tourism investment in Egypt” and “requirements to maximize the role of investment in sports facilities to promote sports tourism programs in Egypt” (Table.9).

6- Person Correlation proved that there is significant positive between “Sport tourism in Egypt” and “The role of the human component in sports tourism investment in Egypt (Table.10).

7- The country is working to develop programs and courses and send scientific missions to developed countries in sports tourism to qualify individuals so that they can work in the sports field in Egypt (Table.7, question No 2).

2- There are many obstacles to investment in youth and sports establishments in Egypt that affected negatively sport tourism investment in Egypt

According to questionnaire analysis, the study reached a number of obstacles to investment in youth and sports establishments proving this hypothesis:

1- Many laws and amendments relating to licenses, tenders, auctions and taxes (Table.8, question No 6).

2-The lack of clarity in the new Sports Act regarding sports investment and its non-inclusion of a sports funding mechanism similar to that in successful countries to reduce government spending on clubs (Table.8, question No 7).

3- Weak legislation and laws on sports investment (Table.8, question No 2).

4- Lack of a detailed database of the sports sector so that it can be activated and transformed into economically productive entities (Table.8, question No 3).

- 5- Decentralization and bureaucracy in the sports sector (Table.8, question No 1).
- 6- Decrease in the Egyptian pound's exchange rate against the dollar (Table.8, question No 5).
- 7- Difficulty in allocating land and rising land prices for the investor (Table.8, question No 4)
- 8- There is a prevailing thinking among the governing bodies of clubs and youth centers that the investor comes to control the club's rights and benefit (Table.7, question No 7).

2.6 Conclusion

According to data analysis Most of the respondents supported the existence of many elements of sports tourism investment in Egypt. Furthermore, the results of mean and std division analysis shows that most of respondents specified a number of requirements to maximize the role of investment in sports facilities to promote sports tourism programs in Egypt, most notable of these requirements is amend the Sports Law on Sports Investment to include a sports funding mechanism similar to successful countries in the field of sports investment, in addition to provide an investor incentive package in terms of reducing the price of land and the ease of allocation, reducing procedures and activating the one-net project. On other word, Jamal (2012) mentioned in his study of investment management in public and private sport clubs that sports investment laws and regulations do not provide a favorable investment climate to attract capitals to invest in sports in clubs.

Therefore, the results of mean and std division analysis shows that most of respondents determined the investment obstacles in youth and sports establishments in Egypt, from the most important obstacles clarifying by the respondents are Decentralization and bureaucracy in the sports sector and Weak legislation and laws on sports investment. On other word, Radwan (2020) also mentioned that one of the most important obstacles impeding sports investment is the lack of clear and comprehensive legislation for investment in the sports field, in addition to the lack of regulations regulating sports activity in Egypt.

On the other hand, the field study determined the requirements for sport investment in Egypt conclude “developing a professional system to promote sports tourism programs and various sports activities, furthermore, continuous development and training of human cadres in the sports field. developing a professional system to promote sports tourism programs and various sports activities, furthermore, continuous development and training of human cadres in the sports field. Finally, eliminating bureaucracy and decentralization in the sport field. This is consistent with what was mentioned in the theoretical study. Qatar it was able to get the right of hosting the championships in 2022. Qatar submit excellence competitive file for hosting comparing with other competitors that have human resources and sporty history, The estimated size of investments in championships up to 200 billion dollars. This number represents a big investment size in sport event in the world, the power of Qatar economics and the durability among people and government represents the real pillars in its ability to organizing the championships in its schedule (Al-Shukraji et al, 2019).

Table (12): The study concluded SWOT analysis for tourism investment in Egypt.

strengths	weaknesses	opportunities	threats
<ul style="list-style-type: none"> - Availability of administrative cadres in various sports fields - The distinctive geographical location of the Arab Republic of Egypt - a large number of sports clubs. - The distinctive geographical location of the Arab Republic of Egypt. 	<ul style="list-style-type: none"> - Lack of a detailed database of the sports sector so that it can be activated and transformed into economically productive entities - Difficulty in allocating land and rising land prices for the investor - Decrease in the Egyptian pound's exchange rate against the dollar. - Lack of clear and specific laws and regulations for sports investment 	<ul style="list-style-type: none"> - Organizing international sports champions and tournaments increases the size of sports tourism in Egypt - Environmental, economic and security factors attract sports tourism investment 	<ul style="list-style-type: none"> - Decentralization and bureaucracy in the sports sector - Lack of a detailed database of the sports sector so that it can be activated and transformed into economically productive entities - global economic crises.

2.7 Recommendations

The study proposes a number of recommendations that can improve the sports tourism investment climate and increase the volume of sports tourism in Egypt. These recommendations were presented by the study based on the results and discussions that were discussed in the study.

- The ministry of tourism should be developing a comprehensive strategy for sports tourism programs.
- The ministry of youth and sports should be Eliminate decentralization and bureaucracy in the sports sector.
- The state must take advantage of Egypt's natural and historical components and its sports facilities to attract sports tourism and promote Egypt as a global sports tourism destination.
- The ministry of youth and sports should be amending the sports law on sports investment to include a sports funding mechanism similar to successful countries in the field of sports investment to include activation the one-stop service, reduce procedures and providing a package of incentives to encourage investors to invest.

- The country should be guiding the country's efforts to establish a group of world-class stadiums and gyms to host various international tournaments.
- Continuously developing and qualifying the human component in the sports field in advanced way.
- Cooperation between the ministry of youth and sports and the ministry of tourism to provide a professional marketing strategy to promote sports tourism programs, and developing programs and courses to qualify individuals so that they can work in the sport tourism field in Egypt.
- The media should play its role in spreading awareness of the importance of sports investment on the economies of countries.

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ملخص البحث باللغة الانجليزية:

Abstract:

There are many types of sports investment, including real investment, which is an investment in real assets, such as investment of assets and buildings, and financial investment, which is the investment of securities such as stocks and bonds, long and short-term investment. Moreover, the sports industry is estimated at 480 to 620 billion dollars, and it includes sports teams, federations, infrastructure and sports products.

This study aims to evaluate sports investment in sports facilities and its role in promoting sports tourism programmers in Egypt. The study analyzed the secondary data from the official tourism and sports authorities reports and primary data depending on questionnaire analysis. The questionnaires were distributed to expert specialists in the sport and tourism sectors in the official authorities.

The results of the study show that investment in sports and youth facilities leads to an increase in the volume of sports tourism in Egypt, the results of the field study also showed that there are many obstacles that impede the process of sports investment in Egypt such as a lack of sufficient trained personnel, Furthermore, there is no an appropriate mechanism for financing, as is the case in developed countries.

The research concluded that the ministry of tourism in cooperation with the Ministry of Youth and Sports should develop a comprehensive strategy for sports tourism programs. Moreover, the country must Provide an appropriate mechanism for financing, as is the case in developed countries.

Key Words: investment, sport investment, sport tourism, sport facilities.

ملخص البحث باللغة العربية:

تقييم مناخ الاستثمار الرياضي في مصر ومدى علاقته بالسياحة الرياضية

هناك العديد من أنواع الاستثمار الرياضي، ومنها الاستثمار الحقيقي، وهو استثمار في الأصول الحقيقية، مثل استثمار الأصول والمباني، والاستثمار المالي، وهو استثمار الأوراق المالية مثل الأسهم والسندات، والاستثمار طويل وقصير الأجل، والاستثمار التحفيزي، وهو مثل الاستثمار الذي يعد جزءاً من المدخرات والاستثمار المادي والاستثمار البشري، مثل التعليم والصحة والتدريب وإعادة التأهيل. تهدف هذه الدراسة الي تقييم الواقع الفعلي للاستثمار الرياضي في مصر والتعرف على اهم معوقات ومتطلبات الاستثمار الرياضي في مصر، بالإضافة الى تحديد أثر الاستثمار الرياضي على السياحة الرياضية، وقد اعتمدت الدراسة الميدانية على المنهج الوصفي التحليلي من خلال تصميم وتوزيع استمارات الاستبيان على عينة من العاملين بوزارة الشباب والرياضة والسياحة والاثار وبعض اعضاء

هيئة التدريس والطلاب بكليات السياحة والفنادق والتربية الرياضية وبعض مديري الأندية ومراكز الشباب.

وقد أظهرت نتائج الدراسة النظرية ان هناك تقدماً ملحوظاً في معدل الاستثمار الرياضي في المنشآت الرياضية والشبابية خلال الثلاث سنوات الاخيرة بالإضافة الى استضافة مصر الى العديد من البطولات الرياضية الدولية وهو ما يعد مؤشراً جيداً لتحسن حركة السياحة الرياضية في مصر واستعداد مصر الى استضافة وتنظيم العديد من البطولات الرياضية الدولية مستقبلاً.

كما تم إستعراض تجارب بعض الدول في مجال الاستثمار الرياضي وأثر ذلك على زيادة حركة السياحة الرياضية والتي تتمثل في إستضافة البطولات الرياضية الدولية والعالمية المختلفة والتي تؤدي بدورها الى زيادة حركة السياحة الرياضية بشكل خاص وقطاع السياحة بشكل عام، وبالتالي زيادة العائد على الاستثمار الرياضي في المنشآت الرياضية مما يحقق أثراً إيجابياً على الاقتصاد الكلي بشكل عام.

فضلاً عن ذلك توصلت الدراسة الميدانية إلى أن الاستثمار في المنشآت الرياضية والشبابية يساعد على زيادة حجم السياحة الرياضية في مصر، وقد أظهرت نتائج الدراسة الميدانية أيضاً أن هناك العديد من المعوقات التي تعوق عملية الاستثمار الرياضي في مصر والتي تتمثل في قلة العمالة المدربة والكفاء، وعدم وجود نظام محترف لترويج برامج السياحة الرياضية في مصر كما هو متبع في الدول المتقدمة في مجال السياحة الرياضية، كما توصل البحث أيضاً إلى عدد من المتطلبات اللازمة للإستثمار الرياضي في مصر لكي تصبح قادرة على إستضافة البطولات والأنشطة والاحداث الرياضية الدولية والعالمية المختلفة (مثل الأولمبياد - كأس العالم - البطولات القارية)، كما تم التوصل أيضاً إلى ضرورة تعديل اللوائح والقوانين المنظمة للإستثمار الرياضي بالإضافة الى تطوير منظومة محترفة للتسويق الرياضي وترويج برامج السياحة الرياضية.

يوصى البحث بأنه يجب علي الدولة وضع استراتيجية شاملة للتسويق للمنشآت الرياضية خارجياً وعكس الصورة الإيجابية التي تتمتع بها مصر من مقومات طبيعية وبنية رياضية تحتية، بالإضافة الى تشجيع الاستثمار الرياضي في مصر من خلال تقديم حزمة من حوافز الاستثمار وتقليل الإجراءات وتفعيل خدمة الشباك الواحد، بالإضافة إلى تدريب وتأهيل العنصر البشري العامل بقطاع السياحة الرياضية والعنصر البشري المنوط بإدارة العملية الرياضية والتسويق للمنشآت الرياضية داخليا وخارجياً.