

Recreational transitions and it's relationship with Sports tourism Investment in The Egyptian Arabic Republic

*Prof. Assis/ Hamdino Omar El- Said

**Dr/ Abd Al- Rahman Mohamad Megahed

Abstract:

This research aim to identify the relationship between recreational transitions and sports tourism investment for sample of tourists, officials and investors in sports tourism in the Egyptian Arabic Republic in the cities (Hurghada- Sharm El Sheikh), in addition to indicate the difference according to the variables of each age- the experience level in the sports tourism, and to achieve it the researchers use recreational transitions and sports tourism investment sports questionnaire as a tool to collect data and information from a survey sample of (50) and a sample basic sample consist (414) of of tourists, officials and investors in sports tourism in in the the Egyptian Arabic Republic. **The descriptive results of the research** showed that the (chi square) calculated value is greater than the tabular (9.49) for all the phrases of the two questionnaires, where the value of (chi square) calculated between (15,90: 247,76) which shows the presence of statistically significant differences in all phrases. **The results in the light of hypotheses also showed** that there is a positive correlation statistically significant at the level of (0.01) between the recreational transitions in it's axes and sports tourism investment, and there is a statistically significant correlation at the level of significance (0.01), between the axis of administrative obstacles and age of a sample search.

Keywords: a recreational transitions- recreational changes- investment- sports tourism- tourism investment.

Introduction and research problem:

The intense competition in the world has obliged many tourism agencies and companies to make fundamental developments in

their operations, policies and investment strategy (Abd El-Aziz, 2016, p. 197). Especially since the tourism industry has witnessed a remarkable development in it's components and branches, and also showed

* Assistant Professor, Department of Sports Recreation, Faculty of Physical Education, Mansoura University, Egypt.

** Lecturer, Department of Physical Management, Faculty of Physical Education, Mansoura University/ Bachelor of Commerce, Department of Business Administration, Mansoura University, Egypt.

positive flexibility in the face of economic and social changes, prompting many countries to take measures to ensure the competitiveness of their tourism sectors. (Sheikhani, 2012, p.25). This is consistent with the study of (Behbehani, 2001) and (General Authority for Investment, 2013) that shows the tourism sector is one of the largest and most important economic sectors in Egypt, most countries is working to increase development plans to support its economy through preparing tourism programs.

Countries often seek to diversify sources of national income to ensure adequate and permanent sources to increase and improve their income. Among these new sources is tourism investment, many countries consider tourism as the main source of income and the most important source and source of investment (Abd El-latif, 2016, p. 252, 253), This is consistent with the study of (Saidani, 2017) that the tourism sector is a vital sector that plays a leading role in many countries of the world, including achieving cash flows and creating jobs and an

alternative to foreign investment.

The fields that covered by the investment in the tourism sector are many and varied and include investment in the main components and capabilities of the tourism industry, which can be summed up in the "investment in facilities and tourism facilities, which known as tourism services, and investment in the field of tourism wealth" (Switam, 2018, p. 267) (Kasima, 2011, p. 80).

On the other hand, sports tourism is a global phenomenon that can not be ignored and a large industry has a prominent place among human activities due to the long-term economic effects it has achieved and achieved for many countries (Ministry of Tourism, 2014, p. 18) which is one of the most important service industries in all countries of the world, As a result of the benefits achieved from this activity, both economic and social (Tony, 2013, p. 122) Therefore, it is necessary to emphasize the state's support for tourism in order to increase the flow of tourism to The Egyptian

Arabic Republic through the opening of non-traditional areas of tourist attraction, and the most important of these areas sports tourism (Alhamahmi, 2004, p. 537).), This is consistent with the study of (Ali, 2016) (Alhajhoj, 2005) which Stresses the need to put a comprehensive strategy for sports tourism by the Ministry of Youth and Sports and the Ministry of Tourism, including the promotion of investment by opening investment opportunities and support investors to promote sports tourism, in addition to the participation of the private sector with the government sector in Develop plans and strategies by planners and relevant decision makers to reach the future objectives of the tourism sector.

Recently, sports tourism service providers have been subjected to many changes and rapid changes in various fields, including the recreational field in a way that affects their investment policies (Salem, 2015, p. 248). By studying these variables in the recreational field we find that they are variables related to

cultural, social, economic and technological aspects.

At present, the Egyptian Society has witnessed a range of recreational changes related to the political, technological, economic, cultural and other changes in terms of depth and trends (Shehata, 2016, p. 96). This in turn reflected on the community systems in general and the tourist recreation in particular, The results of these changes and transformations are intertwined with each other so that it is difficult to determine the causal relations and the result between them, but it is necessary to separate these changes and try to analyze and explain the causes, which helps to explain Results for tour companies (Osman, 2008, p. 6).

In view of the cultural and social changes, the role of the family environment and the customs and traditions of society is highlighted here because of their role in guiding towards the use of appropriate recreational means, working to create a suitable recreational atmosphere for the physical and moral aspects, and directing individuals towards

certain recreational activities (**Al Sadhan, 2003, p. 36**). This is consistent with the **study of (Osman, 2008)** that the recreational practices among members of the community is greatly influenced by the factors of cultural change.

In economic terms, economic changes have influenced and linked to the purchasing power of tourists and the consumption of tourism services and thus the development of new recreational means and activities such as sports tourism services by tourism service providers (**Al-Sadhan, 2003, p. 37**). and in addition it has entered the technological changes and so-called globalization and enter the online form that helps to draw a clear picture of the phenomenon of entertainment, especially with the advent of media and new ways in the practice of activity recreation in general and especially sports tourism activity (**Lilah, 2003, p. 31**).

Therefore, the researchers show that the interest of the Country (public sector government) and companies

and tourism bodies (private profit) to study and identify these variables and recreational changes "technological, cultural, social, economic" in a manner that helps to increase the size and demand for the exercise of sports tourism by it's consumers. It has to do with opening new markets for investment and encouraging investment by opening investment opportunities and supporting investors to promote sports tourism.

Research Objective:

The research aims to identify **the Recreational transitions and it's relationship with Sports Tourism Investment in The Egyptian Arabic Republic**, through the following sub-objectives:

- 1- Study the relationship between recreational transitions in it's axes, and it's relationship with the sports tourism investment in it's axes.
- 2- To clarify the relationship between the demographic variables of the sample and each of recreational transitions in it's axes, and sports tourism investment in it's axes.
- 3- To reveal the nature of the differences between the sample

of research in each of recreational transitions in its axes, and its relationship with the sports tourism investment in its axes according to age.

1- Identify the differences between the sample of research in each of recreational transitions in its axes, and its relationship with the sports tourism investment in its axes according to the experience level in the sports tourism.

Research Questions:

1- Is there a statistically significant correlation between the recreational transitions in its axes, and its relation to the sports tourism investment in its axes.

2- Is there a statistically significant correlation between the demographic variables of the sample and the recreational transitions in its axes, and its relation to the tourism sports investment in its axes.

3- Are there significant differences between the mean scores of the sample research in the recreational transitions in its axes, and its relation to the sports tourism investment in its axes according to (age).

4- Is there a statistically significant difference between the scores of the sample

research in each of the recreational transitions in its axes, and its relation to the sports tourism investment in its axes according to on (the experience level in the sports tourism).

Research Methodology:

Method:

The researchers used the descriptive method, the survey method to suit the nature of the research.

Society and

Sample Research:

Representing the research community of tourists coming to The Egyptian Arabic Republic and officials and investors in government and private responsible for investment and sports tourism in Egypt.

Exploratory Sample Research:

The exploratory sample determine which numbered (50) individuals were randomly selected from outside the sample search and basic representative of the research community in the period (3/ 4/ 2018) to (23/ 4/ 2018).

Basic research sample and its limitations:

* **Human Border:** research sample consisted of (414)

foreign tourists and officials and investors in government and private bodies responsible for investment and sports tourism in Egypt, of the total (450) form distributed, were selected from psoriasis in a manner different object-social and economic levels. Ethical guidelines were adhered to during research.

* **Spatial Boundaries:** The field application was carried out on a sample of foreign tourists, officials and investors in sports tourism in Egypt in the cities of (Hurghada - Sharm El Sheikh).

* **Time Limits:** The field application of research tools in the final image of (4/ 5/ 2018) to (28/ 5/ 2018), as shown in table (1):

**Table (1)
A numerical and relative statement of the sample**

N	Administration	Number	%
1	Arab tourists	123	29,7
2	Foreign tourists	122	29,4
3	Ministry of Tourism	31	7,4
4	Tourism Promotion Authority	11	2,6
5	Tourism Development Authority	22	5,3
6	Tourist rooms	19	4,5
7	Chambers of Commerce	21	5
8	Tourism Companies	16	3,8
9	General Authority for Investment	13	3,1
10	The Ministry of Investment	14	3,4
11	Arab investors interested in sports tourism	13	3,1
12	Foreign investors interested in sports tourism	9	2,2
Total		414	100

Data Collection Tools:

- 1- General preliminary data form for the research sample, Appendix (1).
- 2- Recreational Transitions Questionnaire (Researchers Preparation), Appendix (2).

- 3- Sports tourism Investment Questionnaire (Researchers Preparation), Appendix (3).
- General sample data for the research sample: It included the following data: Name, Age,

Experience level of sports tourism.

- Recreational Transitions Questionnaire: which included four axes, namely: contemporary cultural changes, contemporary social changes, contemporary technological changes, contemporary economic changes.

- Sports tourism Investment Questionnaire: which included four axes, namely the ways and means of attracting investment in the field of sports tourism, the returns on investment of sports tourism activities, legal and legislative obstacles to investment, and administrative and regulatory obstacles to invest in its final form.

In the light of research concepts and terms, and within the framework of the procedural concept and previous studies, their response is determined according to the assessment five (strongly agree- agree- sometimes agreed - disagree - strongly disagree) on a continuous scale (1-2-3-4-5) for phrases.

Statistical transactions of the questionnaire:

First: Validity of the questionnaire

1- Validity of the arbitrators: The researchers relied on the sincerity of the experts in order to determine the suitability of the phrases and axes of the questionnaire of Recreational Transitions and questionnaire Sports tourism Investment, where it was deleted, modified and added some phrases based on the opinions of experts.

2- Inner consistency: To verify the suitability statement questionnaire, the researchers apply the questionnaire to a prospective sample of (50) foreign tourists and officials and investors in government and private bodies responsible for investment and sports tourism in Egypt, the researchers use endorsed internal consistency to calculate the sincerity of axes and expressions of the questionnaire through the correlation coefficient between phrases and axes, and it turns out there is a statistically significant relationship at the level (0,01), (0,05) between the Recreational Transitions questionnaire and its phrase, and Sports tourism Investment questionnaire, The calculated value (r) was greater than the tabular in all statements, so the

validity of the internal consistency between the axes and statements of both questionnaires and the degree of axis to which it belongs can be based upon.

Second : Calculation of Reliability Statistics:

The researchers use alpha Cronbach coefficient and an indication of internal consistency and retail mid-term, to calculate the Reliability Statistics of the questionnaire axes, where the researchers apply the questionnaire to a prospective sample of (50) foreign tourists and officials and investors in government and private bodies responsible for investment and sports tourism in Egypt.

Reliability Statistics was calculated for the axes of the questionnaire, Alpha Cronbach was (0,862), The stability of Split- half was (0,615) at Spearman Brown, (0,591) at Guttman for Recreational Transitions questionnaire, and the stability of Alpha Cronbach (0,895) and The stability of Split- half was (0,801) at Spearman Brown, (0,797) at Guttman for Sports tourism Investment questionnaire.

Discussion and interpretation of statistical significance

First: The descriptive results of the sample search:

The descriptive results explained that the value of (Chi Square) calculated greater than Tabulated (9,49) for Recreational Transitions questionnaire, the value of (Chi Square) Calculated ranging between (15,90: 247,76), which shows the statistically significant differences in all phrases.

Also, the terms of sports tourism investment questionnaire, where the value (Chi Square) calculated ranged between (26,72: 247,45) which shows the presence of statistically significant differences in all phrases.

Second: The results of the basic study sample in the light of the study Questions:

Discussion the First Questions, that there is a positive statistically significant correlation at the level (0.01), between the recreational transitions in it's axes and sports tourism investment, and the results of this study agreed with the study (Saidani, 2017) in that the tourism sector is

vital that play a leading role in many countries of the world to achieve cash flows and create jobs and alternative to foreign investment, researchers believe that there is a link between recreational transitions that occur in society from cultural changes, social, technological, economic and sports tourism investment through ways to attract investment and investment returns and legal constraints and his administrative. Thus, researchers have achieved the answer to the first question of the research., Appendix (4).

Discussion the Second Questions, that there is a statistically significant correlation at the level of (0.01), between the axis of administrative obstacles and age for the research sample, and these results are consistent with the results of the study (Osman, 2008) that recreational practices among members of the community is significantly affected by the factors of change Different cultural. This can be explained by the awareness of the research sample of the age group of 40 years and more for administrative procedures and

how to overcome the obstacles facing them, especially investors. Thus, researchers have achieved the answer to the second question of the research, Appendix (5).

Discussion the Third Questions, that there are statistically significant differences at the level of (0.05), between the mean scores of the research sample in the questionnaire of economic transformations in favor of the age group (more than 40 years), and the results of this study are consistent with the study (Ali, 2016) (Alhajhoj, 2005) which stressed on the need to develop a comprehensive strategy for sports tourism by the Ministry of Youth and Sports and the Ministry of Tourism, including the promotion of investment through the opening of investment opportunities and support investors to promote sports tourism, in addition to the participation of the private sector with the government sector in the development of plans and strategies by planners and decision makers To reach the objectives of the tourism sector Future by looking at demographic

variables such as age, gender, etc.

This is due to the impact of social, economic, and technological changes, which in turn increase the experience in the field of sports tourism. Thus, researchers have achieved the answer to the third question of the research, Appendix (6).

Discussion the Fourth Questions, there is no discrepancy between the scores of the research sample in the questionnaire of recreational transitions, and the questionnaire of sports tourism investment, according to the level of experience in sports tourism, due to the fact that the recreational transitions and sports tourism investment on the level of experience in sports tourism to the sample research, Thus, researchers have achieved the answer to the fourth question of the research, Appendix (7).

Research Conclusions and Recommendations:

First: Descriptive research conclusions:

The descriptive results showed that the calculated Chi square value is greater than the tabular (9,49), for all the

statements of the two questionnaires, where the value of Chi square calculated between (15,90: 247,76), which shows the presence of statistical differences in all phrases.

Second: Conclusions in light of the research Questions:

1- There is a positive correlation statistically significant at the level (0,01), between the recreational transitions in it's axes and sports tourism investment.

2- There is a correlation statistically significant at the level of significance (0.01), between the axis of administrative obstacles and age, for the research sample.

3- There are statistically significant differences at the level of significance (0.05), between the mean scores of the research sample in the questionnaire economic transitions in favor of the age group (more than 40 years).

4- There is no discrepancy between the scores of the research sample in the questionnaire recreational transitions, and the questionnaire of sports tourism investment, depending on the

experience level in sports tourism.

Third: Research Recommendations:

Based on the findings of the research, and in the light of the research questions, The researchers present these recommendations to: (Ministry of Tourism- Ministry of Investment- Tourism Chambers- Chambers of Commerce- Tourism Companies):

- 1- The need to invent new types of sports tourism in order to face the modern cultural changes.
- 2- Work to attract the practice of sports tourism with friends to keep pace with social changes in society.
- 3- Use of modern technology to create a diversity in the places of practice of sports tourism activities.
- 4- Consider the economic level when designing sports tourism activities because they are affected by the level of income in light of the high cost of life.
- 5- Provide continuous support to the investor by the administrative leaderships in the State, through direct supervision and provide advice and guidance.

6- Encouraging investment in sports tourism works to reduce unemployment rates.

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