

Analytical study for marketing of sport recreational services at special units in Mansoura University

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Research Summary

The researchers conducted this study aiming to study and analyze marketing of sport recreational services at special units- Mansoura University. The researchers used the descriptive method, they applied a measure for marketing sport recreational services from researchers' design to collect data. The study was applied on a sample included (129) of employees at special units and (841) of beneficiaries from recreational Services for the basic sample and (50) of the reconnaissance sample of employees at Mansoura University.

The most important results was that: employees and beneficiaries of special units are aware and do understand the concepts of marketing sport recreational services- special units that provide sport

recreational services do not follow modern methods for marketing management. The most important recommendations was that: Need for supporting marketing awareness for concepts of marketing sport recreational services inside special units educational programs and specialized workshops in general in sport marketing and in particular in marketing sport recreational services.

Introduction and research problem

Varied interests of developed and developing countries alike with the major axis of human and basic engine, as a supplier of the overall development process and a means of development and purpose, so that attention to the goals and desires of man and the development of skills and abilities are the key pillars

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of any community requests the development of its members.

Leisure time is in continues increase as a result of scientific and technological progress in all fields. This came as a consequence of increasing life rate and growing direction towards mechanism. In light of increasing individual's leisure time and multiplicity of needs and desires, demand has grown on practicing recreational activities beside increased demand on membership in recreational organizations, whether governmental or private, which provides recreational services (Khamis: 2006).

Sport recreational services and all related leisure time activities' aim to spend leisure time in a perfect manner that enables involved individuals to achieve their objectives, and so everyone gets a chance to develop their abilities and to contribute effectively to the advancement of society in various aspects.

Sport recreational services are "all sport recreational activities provided by the institution to participants and members in the surrounding community in

order to achieve physical development for all participants" (Saber: 2001).

Marketing of sport recreational services is a process based on mutual benefit between providers of sport recreational and among the beneficiaries to achieve goals and objectives and provide satisfaction of community needs and desires, and achieve an increase in targeted financial revenues.

So, marketing is the focus of any activity for economic and social institutions and the main tool to achieve their goals. Meanwhile it consider the starting point for marketing process in achieving needs and goals of human and humanitarian (Maher:2005).

Mohammad Alhamahmy refers to the need for attention to sport recreational services marketing, where they achieve many benefits, advantages and satisfy needs of all individuals or groups of beneficiaries, as well as satisfying needs of investors in recreation field. Besides that marketing of sport recreational services achieve general benefit for the university (Hamahmy: 2004).

Recently, Mansoura University tended to establish

many specialized units in various fields of: medicine- engineering- legal- business, as well as special recreation units which provide many sport recreational services for participants that aim to satisfy the needs, preferences and desires and occupy their leisure time in a positive and constructive benefit for both individual and society.

The success of any recreational facility and its ability to continue depends on extent of its objectives' achievement, so special sport recreational units at university became in strong competition with business providers of sport recreational services. It was imperative for the university and special units to cope with modern marketing thoughts and the need for attention with marketing of sport recreational services and avoiding obstacles that hinder the achievement of marketing objectives.

The importance of marketing sport recreational services has increased in the light of social and economic, political and cultural changes which prevailed in the state within the context of the challenges imposed on the

university and its inability to meet its financial obligations, the need to rely on its own resources and development to compensate the necessary financial burdens that may strain the state budget.

Mohammed Khamis, Amna Shobokshi confirmed on university need for attention to its recreational and sport facilities, and work on developing its own resources to compensate all financial burdens in light of declining government support as a result of the economic crisis experienced by the community. This prompted the two researchers to analyze marketing of recreational services at special units - Mansoura University, to be able to identify positive aspects and work to optimize them, besides avoiding negatives aspects, in order to achieve dual benefit from marketing revenues for the University, and investing these revenues to improve quality and diversity of recreational services to meet the strong competition of other services' providers, while contributing to the development of University's resources and increase its

financial revenues.
(Khamis:2011) (Amna:2001)

The importance of research and the need to:

The importance of this study is to determine the need for marketing activity for the services of recreational sport, which helps the university from a social perspective to solve the problems of leisure among the beneficiaries inside and outside the university, also contributes to play a positive and effective role in the planning, organizing, directing and follow-up with those responsible for the services of recreational sport offered in units of nature private university, which will be reflected in the impact of the effective contribution to the achievement of the educational mission of the university towards directing the energies of the beneficiaries and invested in a purposeful and constructive activities so as to achieve overall development of the community members.

From an economic perspective is becoming increasingly important marketing in the light of changing social and economic conditions experienced by the state and in the light of the

challenges imposed on the university and the need for investment and marketing services, recreational sport in order to achieve a return material and provide leads for the development of financial resources the university in an attempt to meet the needs of the material and to compensate for the decline of government in support and facilities provided to them by the recreational sport.

Study objective:

This research aims to study marketing of sport recreational services at special units - Mansoura University, through answering the following questions

1. What is the concept of marketing sport recreational services at special units?
2. What are the objectives of marketing sport recreational services at special units?
3. What are the methods of marketing sport recreational services at special units?
4. What is the reality of marketing mix for sport recreational services at special units?
5. What are the obstacles of marketing sport recreational services at special units?

The Methods:

Study Procedures:

The researchers used the descriptive method- survey study.

Research sample and community:

Research community includes employees in special units and beneficiaries from sport recreational services at Mansoura University during the academic year 2013 – 2014, The researchers choose the research sample randomly including (129) from employees in special units and (841) from beneficiaries of sport recreational services for the basic sample and (50) of the reconnaissance sample.

Data collection tool:

The Researchers designed a scale of marketing sport recreational services at special units- Mansoura University, to analyze marketing sport recreational services at special units and it consists of (65) phrase distributed on (5) Aims.

Steps to design marketing recreational sport a scale in special units of Mansoura University:

reference studies, theoretical readings and survey number of (9) experts in the recreational and marketing

attachment (a) helped the researchers to prepare a scale of marketing recreational sport in special units with the aim of analyzing marketing recreational sport special units and contained this measure (5) Aims (the concept of recreational sport services marketing, marketing goals recreational sport, recreational sport services marketing methods, marketing mix of recreational sport, Sport of recreational services marketing constraints)

The initial image is displayed for a proposed recreational sport marketing experts to ascertain the appropriate dimensions to analyze marketing recreational sport, was reached (5) dimensions of annex (b).

In light of the relative weight of dimensions derived distribution number (73) alone on the experts to make sure appropriate vocabulary to analyze marketing recreational sport and associated variables of the language, and was reached (65) alone after submission to the expert and certified internal consistency – annex (c).

Each class is selected after individual dimensions and

determine the degree College in accordance with a tripartite balance (Yes = 3 – somewhat = 2- not= one degree), and then calculate the total degree of the scale.

The transaction has been created to measure marketing recreational sport special units- Mansoura University.

After reassuring the coefficients of validity and

reliability, the researchers applied scale of marketing sport recreational services at special units- Mansoura on the basic sample during the period (15/3/2014) to (30/6/2014), and after completing of the application of the scale, the researchers emptied data and conducted appropriate statistical treatments.

**Table (1)
The value of reliability coefficient (alpha) of Scale (n = 50)**

	The name of dimension	Number of vocabulary	Value of the alpha
1.	the concept of recreational sport services marketing	8	0.77
2.	marketing goals recreational sport	16	0.79
3.	recreational sport services marketing methods	14	0.85
4.	marketing mix of recreational sport	16	0.78
5.	Sport of recreational services marketing constraints	11	0.82

Results presentation and discussion:

1- Frequencies and percentages for concept of marketing sport recreational services

Table (5) shows the arrangement of phrases of marketing sport recreational services according to sample opinions' from employees and beneficiaries, where phrase (Marketing with sport is using

sport recreational activities within unit's marketing plans, which does not produce sport services or products) came in first stage with (85.27%) (82.08%), and this may be due to the importance of sport marketing role that care for beneficiaries' needs and desires from sport recreational services, in order to contribute

in providing and developing recreational services, and then directing these services to correspond with the opinions and attitudes of beneficiaries of them, to achieve accordance between beneficiaries' satisfaction of provided services and objectives of special recreational units. And so is the marketing of the most important functions of administrative work within the unit recreation of a special nature which requires the need for awareness and understanding of the concepts of marketing and differentiate also between the concepts of different marketing programs dedicated to marketing services, recreational sport, and in particular the difference between marketing with Leisure Services and Marketing at the Leisure Services.

This is consistent with study of (Bahget:2005), (Stewart:2003), who handled the importance of individuals' perception for marketing concepts within recreational institutions and units and their importance in developing their recreational services.

2- Frequencies and percentages for objectives of marketing sport recreational services

Table (6) shows the arrangement of economic objectives for marketing sport recreational services according to sample opinions' from employees and beneficiaries, which highlights the economic importance of marketing sport recreational services for its contribution in compensating decline in provided government support, besides its role in encouraging companies and institutions to fund sport and recreational services and activities as a direct result increasing numbers in practitioners and beneficiaries. Which contributes to providing new job opportunities for individuals working in the field of recreational services, this economic objectives are achieved for each of the beneficiaries, installations and units of a special nature of the services provided recreational sport.

The arrangement of the social objectives for marketing sport recreational services according to the opinions of

research sample of employees and beneficiaries, which highlights the importance of achieving needs and desires of the beneficiaries. This is relevant to the essence of marketing process, that interest in studying the needs and desires of the beneficiaries in order to provide sport recreational services capable to satisfy those needs, desires and inclinations. And refers Hamahmy, that the marketing aims to achieve many of the benefits of social benefits and satisfy the needs of all beneficiaries and thus achieved the goals Arjoha each individual as a result of participation in recreational sport services (Hamahmy: 2004).

This is consistent with the results of (Fathy:2011), (Khamis:2011), that deal with attention and concentration of marketing officials on achieving economic aspects and objectives for marketing of recreational services, more

than social trends and objectives.

3- Frequencies and percentages for methods of marketing sport recreational services

Table (7) shows the arrangement of methods of marketing sport recreational services according to sample opinions' from employees and beneficiaries, where the highest phrase according to employees' opinions was (marketing leisure services via University website) with (82.43%). while the highest phrase according to beneficiaries' opinions was (benefiting from University Radio and Television to promote for services and recreational activities) with percentage (78.12%). This is due to the adoption of special units heavily on methods and techniques of marketing recreational services through the means of mass communication, and also benefiting from the existence of: websites and web pages for Mansoura University- University Radio and Television, for the promotion, advertisement, publicity for recreational services in order to

increase demand on enjoying provided recreational services. And refers Hamahmy, that the most important ways and methods of marketing projects for Recreation and Leisure Services Sport and publicity and is reported on TV and satellite channels, radio and the press (Hamahmy:2004).

This is consistent with the results of (Saeed:2012),(Mahmoud:2006), those marketing methods which use: television- radio- telephone and Internet, consider an effective managerial and marketing tool for services and activities.

4- Frequencies and percentages for marketing mix of sport recreational services

Table (8) shows the arrangement for marketing mix of sport recreational services according to sample opinions' from employees and beneficiaries, where the highest phrase according to employees' opinions was (caring for beneficiaries' opinions in the distribution process of recreational services) with (86.82%). while the highest phrase according to beneficiaries' opinions was (university recreational

facilities provide services and activities in accordance with all ages) with (80.02%). This is due to employees' perception for the marketing mix of sport recreational services, and the importance of benefiting from members' and participants opinions of special units around their satisfaction of provided recreational services and fulfilling their needs. As well as understanding beneficiaries' capabilities, besides beneficiaries' characteristics of different age groups, in order to achieve the benefit of participating in various provided recreational services.

This is consistent with the results of (Maher:2005) (9),(Shank:2002), that there are no grounds adopted by recreational facilities in determining pricing policy, besides there is no coordination between elements of the marketing mix.

5- Frequencies and percentages for obstacles of marketing sport recreational services

Table (9) shows the arrangement for obstacles of marketing sport recreational services according to sample opinions' from employees and

beneficiaries, where the phrase that came in first stage was " following traditional methods in advertising and publicity for provided recreational services "

with (86.05%) (82.52%), this is due to the lack of awareness from officials with the importance of funding and the existence of a special budget for marketing activities and sport recreational services to work on diversity in methods of advertising and publicity for offered sport recreational services- lack of information systems that help in selecting appropriate marketing techniques for recreational services, and sometimes it is limited only on posters and billboards inside university campus.

This is consistent with the results of (Magdi:2008),(Daniel:2004), there are some obstacles that face officials in charge of implementing marketing activities, including the lack of special budget for marketing provided activities and services, as well as the need for attention to studying these obstacles and solve marketing problems.

Conclusions

Based on the results of this research in the light of the approach used within the sample and data collection tools and statistical treatments used; the researchers offer the following conclusions:

- Employees and beneficiaries of special units are aware and do understand the concepts of marketing sport recreational services.
- Special units that provide sport recreational services don't follow modern methods for marketing management.
- Marketing sport recreational services contributes in achieving the desires and needs of the beneficiaries.
- Lack of government subsidies and declining support from the University to special units that provide sport recreational services.
- Lack of clear pricing policies for services provided by sport recreational facilities at the university.
- Relying on traditional methods of promotion and distribution for sport recreational services, and non-use of modern and developed technology.

- Convergence in the views and opinions of both workers and beneficiaries about the obstacles to marketing services, recreational sport in the absence of specialized marketing management working group within the framework of laws and regulations governing the marketing of services, recreational sport inside and outside the university.

Recommendations

In light of the approach used, the results and conclusions of researchers provides the following recommendations;:

- Need for supporting marketing awareness for concepts of marketing sport recreational services inside special units educational programs and specialized workshops in general in sport marketing and in particular in marketing sport recreational services.
- need to provide a reliable information system in marketing studies to measure beneficiaries' impressions of provided sport services and their satisfaction of achieving their needs and desires.

- Exploitation for self-resources of special units, and working on developing these resources, besides using them as a source of self-funding for the University.

- Work on attracting the attention of the beneficiaries of the Leisure Services sport by offering special discounts and offers at participating centers and the opening of fitness and sport for all of the practice, the need to renew and develop the services continuously.

- Need to develop appropriate pricing policies that put a price for provided sport service that suits with most beneficiaries' income.

- Using electronic commerce in marketing sport recreational services for special units at the university.

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