

2nd International Conference of Sustainable Sports Tourism in Egypt 2020



BOOK OF ABSTRACTS

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Editorial

Sports Tourism has been a booming sector in the fast-growing tourism industry in recent years. In addition to destinations traditionally known as sports touristic regions, like high mountain areas or diving resorts, more and more destinations have identified sports tourism as a chance to enlarge high seasons and to foster low seasons of tourism. Furthermore, active (running, biking, water sports etc.) and passive (sport events) sports tourism has become important within the strategies of destinations all over the world.



Sustainability is the key factor when developing sports tourism right from the start. 2020 and probably 2021 are already known as the years of one of the most challenging crisis of our world during the last decades. The global tourism industry suffers even more from the pandemic than any other sector.

The idea of this conference is to develop sustainable sports tourism offers in destinations in Egypt and beyond for the post pandemic time. Especially in these days, it is necessary to define visions for the future.

The 2nd edition of the conference brings together academics and practitioners from Egypt, Germany and other countries. Altogether experts in sports tourism from nine countries of four continents in a semi-virtual edition of the conference. The editors are very pleased, that the conference could take place semi-virtually and are aware of the opportunities that can be developed through discussions and networking initiated by the 2nd edition of the conference. The editors would therefore like to start by thanking the DAAD for supporting the conference.

Without the project partners – Helwan University, Port Said University and the Egypt Ministry of Youth and Sports – the conference would not have been possible. Finally, the most important stakeholders of the conference – the contributing authors – should be mentioned, who contribute directly to the success of the conference with their interesting papers. We are looking forward to develop sustainable visions and projects based on the discussions of the 2nd International Conference of Sustainable Sports Tourism in Egypt and hope to continue the tradition of the conference in 2021 in a less challenging framework and with a revived tourism industry.

Prof. Dr. Alexander Hodeck (Project Manager)

Chemnitz University of Technology & ISM Berlin, Germany

Greetings of the Patron

It is my great honour and pleasure to welcome you to the 2nd International Conference of Sustainable Sports Tourism in Egypt, jointly organized by the Chemnitz University of Technology, the Helwan University and the Port Said University and funded by the DAAD (German Academic Exchange Service).

The conference will take place simultaneously on four continents and the hub location will be in El Gouna, Egypt. We are proud that in these special times of limited mobility, the organisers have succeeded in creating a combination of worldwide exchange through digital lectures and an intensive exchange through a panel of experts on site in El Gouna, Egypt and in Chemnitz, Germany.



Egypt, like many countries in the world, has had a very difficult year, with unique challenges for sports tourism. Despite the special circumstances, Egypt has managed to successfully implement numerous sporting events and is looking positively into the coming years. The conference offers the opportunity for international exchange between scientists, private sports providers and government on all levels of sustainable sports tourism and last but not least to strengthen and further develop the existing network.

We would like to express our thanks to all committee members, sponsors and organizers who make this conference possible. I wish all participants a productive and memorable experience and all attendees in El Gouna a nice stay with the opportunity to experience some sports.

We welcome your participation and look forward to seeing you in 2021 again!

Dr. Ashraf Sobhy

Minister of Youth and Sports, Egypt &
Patron of the Conference

Scientific Committee



Prof. Dr. Alexander Hodeck

Professor for International Sports Management at the ISM University in Berlin, CEO of Hodeck Sport und Management UG and Head of the DAAD-project



Prof. Dr. Mayada Belal

Professor of Tourism Studies and Director of the International Relations Office of Helwan University



Prof. Dr. Sarah El Beih

Assistant Professor at Faculty of Physical Education, Helwan University and Head of "Sailing and Waterski - Cairo Zone"



Dr. Reinhard Klöppel

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Prof. Dr. Christine von Reibnitz

University Lecturer for Health Management at the ISM University in Berlin, and Independent Consultant



Dr. Osama Abdelakrim

Post-doctoral Researcher at Institute of Sports and Sports Science, Karlsruhe Institute of Technology (KIT)



Dr. Mohammed Zoromba

Lecturer in Sport Management and Recreation Department, Faculty of Physical Education at Port Said University



SESSION 1

SUSTAINABLE SPORTS TOURISM IN EGYPT

18th November 2020



1.1	10:00 - 10:20	Sport Tourism in Egypt – the economic impact Mohamed Zoromba
1.2	10:20 - 10:40	The importance of sustainability of divers in everyday life and holidays – first result Luisa Hente, Jacqueline Tuchel, Alexander Hodeck
1.3	10:40 - 11:00	Sustainability in diving tourism: yes or no? Johann Vifian
1.4	11:00 - 11:20	Impacts of the Covid pandemic on diving tourism in Egypt Wera van Dillen

1.1 Sport Tourism in Egypt – the economic impact

MOHAMED ZOROMBA¹ 

¹ Port Said University, Egypt

Key words: SPORTS TOURISM, ECONOMIC IMPACT, SPORTING EVENTS, EGYPT

INTRODUCTION

Sports tourism plays an important role in the development of the national economy of many countries, and this is what we observe from the desire of the great countries to host major sporting events such as the Olympic Games and the World Cup in football. This is due to the impact of hosting the event to the host country from re-structure the infrastructure for stadiums and sports facilities and providing employment for the events.

Because Egypt is one of the countries that depend on tourism as a source of national income, tourism represents 11.9% of the total national income in 2019. The activities of sports tourism in Egypt are varying between recreational sports tourism, competitive sports tourism and exciting sports tourism. Recreational sports tourism includes several activities such as beach water activities (e.g. yachting, sailing, kiting, diving), while competitive sports tourism includes hosting tournaments and competitions like the 2019 African Cup of Nations in Football or the 2021 World Cup in Handball, at last exciting sports tourism includes visits by sports fans. The current presentation identifies some of the main factors that affect tourists' intention to visit Egypt for the purpose of sports tourism. We also demonstrate the capabilities that allow Egypt to compete strongly with other countries in both hosting and organizing sporting events.

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1.2 The importance of sustainability of divers in everyday life and holidays – first results

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Key words: SUSTAINABILITY, DIVING, EVERY DAY LIFE, HOLIDAY, ENVIRONMENT

INTRODUCTION

One of the fastest growing tourism sectors globally is recreational diving and snorkelling (Lamb et al., 2014). While the dive industry represents a big economic opportunity, it also brings environmental risks. Consequently, social and ethical dimensions of sustainability are becoming increasingly important issues that affect not only everyday life but also travel and holidays. Therefore, this study deals with the question of how important sustainability is for divers in their everyday life and holidays.

MATERIAL AND METHODS

137 Participants who already had diving experience were interviewed with a standardised online questionnaire. The survey consisted of four parts: general personal data; frequency of (diving) holidays; sustainability in daily life and holidays and best diving offer in terms of price, environmental certification and transport. Closed questions with a five-level Likert scale (1=strongly disagree, 5=strongly agree) were mainly used. The questionnaire was conducted in the German-speaking area (Germany, Austria and Switzerland) and the survey period covered three months from March to May 2020. SPSS and Excel were used for the descriptive analysis of the data.

RESULTS

On average, the 137 participants were 5.7 times on holiday within the last twelve months (three or more days) and 6.7 times on diving holidays within the last five years. 83.2% think that our lifestyle is responsible for environmental problems. 69.3% believe that the participants themselves can contribute something to the solution. Mobility (on foot, bicycle or public transport), regional food and avoiding plastic waste show lower values in everyday life (3.07 ± 1.17 ; 3.16 ± 1.02 ; 3.64 ± 1.04 , respectively) in terms of sustainability than on holiday (3.65 ± 1.12 ; 4.47 ± 0.79 ; 4.11 ± 0.92 , respectively).

DISCUSSION & CONCLUSIONS

Overall, it can be shown that the attitude towards sustainability is assessed positively. It was shown that the participants are more sustainable on holiday. In order to get a more precise picture, the questionnaire will be translated into other languages and distributed in other countries.

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1.3 Sustainability in diving tourism: yes or no?

JOHANN VIFIAN¹ 

¹ SUBEX the ART of DIVING, Egypt

Key words: SUSTAINABILITY, DIVING, EGYPT

INTRODUCTION

The environmental awareness of the population is increasing. This is shown by developments such as "Friday for Future" (Wahlström et al., 2019) or the numerous scientific articles on our ecological footprint (Wiedmann & Barrett, 2010). But is it really that simple to implement sustainability at all levels? The question arises whether diving tourism could be implemented in a socially and economically sustainable way and if so, how exactly could this be implemented?

MATERIAL AND METHODS

Evaluation of ecological and social aspects with focus on diving.

RESULTS

Sustainability can be achieved if all levels, from the individual diver, to the dive operators up to dive organisations and associations work towards the same aim.

Also NGOs play an important role in implementing sustainability in sport tourism that take place in nature, like diving. The role HEPCA, as the NGO at the Red Sea, is introduced.

DISCUSSION & CONCLUSIONS

Background information about the development of diving tourism and the current situation on how it is organised are the basis for understanding how changes for more sustainability can be achieved.

Practical examples on how environmentally conscious diving can be performed are given.

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1.4 Impacts of the Covid pandemic on diving tourism in Egypt

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¹ SUBEX The ART of DIVING, Egypt

Key words: PANDEMIC IMPACTS, SUSTAINABILITY, EGYPT, DIVING TOURISM

INTRODUCTION

The corona pandemic threatens the everyday life of people all over the world. Travellers are particularly affected, as well as people working in tourism. Following the sudden interruption of international tourism and travel due to the global spread of COVID-19, the Egyptian Government has established sanitary safety regulations in accordance with the recommendations of the World Health Organisation (WHO) (Egyptian Ministry of Tourism and Antiques, 2020).

METHODS AND MATERIAL

The proceedings during the last six months in Egypt regarding sports tourism using the example of SUBEX, a dive operator on the Red Sea, will be described with focus on the aspect of sustainability (especially ecological and social sustainability). An Overview of the timeline from the closure of borders and airports in March 2020 with the gradual reopening starting in July until today will be given (SUBEX the ART of DIVING, 2020).

RESULTS

The Pandemic and the resulting restrictions and regulations have affected sports tourism in Egypt dramatically in all aspects.

DISCUSSION & CONCLUSIONS

The ecological effect was slightly positive at first, due to less pollution and garbage caused by tourists. However, the long-term ecological effects are negative, since new hygiene regulations have set back the plastic reduction campaign.

The social effect of the pandemic is catastrophic for the people working in sports tourism. The government implemented several help packages for the whole tourism industry.

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SESSION 2

SPORTS TOURISM IN VARIOUS DESTINATIONS

18th November 2020



2.1	12:30 - 12:50	Analyze the reality of sports tourism management in Jordan: opportunities and challenges Loay Mohammad Olian Al Shawabkeh
2.2	12:50 - 13:10	Impact of sports tourism and ecotourism on the life quality on the Isle of Youth, Cuba Douglas Crispin Castellanos, Juan Carlos Fernández Truan, Francisco E. Garcia Ucha, Daniel Crispin Rodríguez, Yojany Masó Sánchez
2.3	13:10 - 13:30	Expectations of winter sports tourists to their destination: A systematic review Lorenz Zenker, Jacqueline Tuchel, Luisa Hente, Alexander Hodeck
2.4	13:30 - 13:50	Traditional sports and games as a resource for the sports tourism strategy: the case of Croatia Jasenka Kranjčević
2.5	13:50 - 14:10	Holidays with children: Expectations of German and Egyptian tourists in dependence on various destinations by using the creative-narrative scenario technique Jacqueline Tuchel, Luisa Hente, Alexander Hodeck

2.1 Analyze the reality of sports tourism management in Jordan: opportunities and challenges

LOAY MOHAMMAD OLIAN AL SHAWABKEH¹ 

¹ Skyline Jordan, Jordan

Key words: JORDAN, SPORTS TOURISM MANAGEMENT, OPPORTUNITIES, CHALLENGES

INTRODUCTION

This study aims to analyse the reality of sports tourism management in Jordan, regarding its opportunities and challenges.

MATERIAL AND METHODS

A descriptive approach and a questionnaire were used. The questionnaire was made up of 36 paragraphs and 4 axes (organization, marketing, service, security and safety). The sample consisted of 322 tourist guides and offices, as well as employees concerned with internal and external programs at the Ministry of Tourism and Antiquities or the Jordan Tourism Board.

RESULTS

The results show that the reality of sports tourism management in Jordan is at a medium level and there is a lack of care and attention on sport and tourism sectors in Jordan. Furthermore, there are several opportunities for sports tourism management in Jordan, such as natural resources, the use of social media for promotion purposes and service sectors.

DISCUSSION & CONCLUSIONS

Challenges, that face the sports tourism management in the absence of scientific planning for sports activities, responsible bodies for sports tourism management and tangible strategies, were unveiled. In conclusion, it should be worked on raising sports tourism management efficiency in Jordan through relentless collective efforts, to gain attention for the sector as it constitutes an integral factor in touristic attraction. The creation of a special board which deals with sports tourism in Jordan can be recommended.

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2.2 Impact of sports tourism and ecotourism on the life quality on the Isle of Youth, Cuba

DOUGLAS CRISPIN CASTELLANOS¹ ✉, JUAN CARLOS FERNÁNDEZ TRUAN², FRANCISCO E. GARCIA UCHA³, DANIEL CRISPIN RODRÍGUEZ⁴, YOJANY MASÓ SÁNCHEZ⁵

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Key words: SPORTS TOURISM, ECOTOURISM RECREATION, ENVIRONMENT, LIFE QUALITY

INTRODUCTION

The tourist development of Cuba has fundamentally been based on the tourism of sun and beach, but the great quantity and diversity of ecosystems, landscapes and sorts of flora and fauna, gave the opportunity for a new emerging tourist offer in the past years with great commercial and environmental advantages, the so called Ecotourism. Over 1 600 islets, 6 000 km of coast, 5 325 km² of mangroves, 3 400 km of coral reefs, an extensive insular platform of 70 000 km² with 525 spots for diving are located over this archipelago, which turn this area into an idyllic place for the touristic practice of sports in the middle of the nature. The tourist potential of the island and recreational sports in Cuba are based on the combination of four basic elements: Culture, the climate, its geological structure and its insularity, that permits Cuba to be a suitable place of evasion and isolation, able to live adventures and new experiences. The present study tries to accomplish a brief review of the historic evolution of the ecotourism at the Isle of Youth (Cuba) and the environmental and commercial repercussions for the life quality of Cuba.

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2.3 Expectations of winter sports tourists to their destination: A systematic review

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Key words: EXPECTATIONS, DESTINATION, WINTER SPORTS, SPORTS TOURIST

INTRODUCTION

As winter sports are an increasing trend, it is important for tour operators to know which aspects play a role in the choice of destination. A large number of studies have shown that expectations have a significant effect on satisfaction with a destination, so they should be met wherever possible (Spreng & Page, 2001). It can be assumed that a tourist chooses a destination based on individual wishes, motives and values, which can change over time (Hubbert et al., 1995). Pearce (2005) found in his research that the choice of destination was influenced by different characteristics of tourists as well as by internal and external factors. However, there is no current overview about the studies of recent years that summarizes the expectations of winter sport tourists to their destination.

MATERIAL AND METHODS

The methodological basis for the study is the systematic review. By entering relevant terms in four databases, a total of 11 relevant studies were identified. Only studies in German and English language, published in the year 2000 or later, were included. The results of these studies were summarised.

RESULTS

In almost all study results it became clear that snow conditions were a very important factor in the choice of destination and that sport is one of the main motives for tourists. Sports tourists have concrete expectations regarding the climatic conditions of their destination and are guided by the image of the destination. Low prices, culture, pub courtesy and food play a role in the choice of destination.

DISCUSSION & CONCLUSIONS

Even there are many similarities in the studies, there came out differences, especially between low and high mountain ranges, the segmentation of target groups and the different destination images. From an economic point of view, it is very important for a destination to find factors that create a positive image for the target group. This greatly increases the chances that tourists will choose their destination.

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2.4 Traditional sports and games as a resource for the sports tourism strategy: the case of Croatia

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¹ Institute for Tourism, Croatia

Key words: TRADITIONAL SPORTS AND GAMES, SPORT TOURISM, STRATEGY, SUSTAINABILITY

INTRODUCTION

In relatively young and small countries desiring global recognition, such as Croatia, traditional sports and games (TSGs) have been left out of various national policies, strategies and programs. TSGs are disappearing in the face of strong onrush of globalization and global sports. As they do not have the intensity of a consumer character, their survival i.e. further use and implementation are threatened. Despite the international recommendations, TSGs are mostly left at the care of the local level, seen as cultural heritage of "lower category" (Pinson, 2017), except for TSGs protected as cultural goods of the national level. TSGs should be observed at national level through different sectors (sports, tourism, culture, health, education, etc.) and should be assigned a new meaning and role. Given that in the global society TSGs are usually seen as cultural heritage and rarely as sports heritage, the question is whether TSGs can gain new meaning and a new function through the strategy of sports tourism?

MATERIAL AND METHODS

Exploration of the relationship towards TSGs through different strategies (Ministry of Tourism, 2013) and programmes in Croatia.

RESULTS

There are no well-thought guidelines for the use in the development of sports and tourism.

DISCUSSION & CONCLUSIONS

For TSGs to be seen as a resource for designing the sports tourism strategy, the first step is to make an inventory of TSGs and TSG events at the national level in order to see their spatial distribution and develop strategic guidelines for their definition (Sobry et al., 2016), sport tourism recognition, preservation, affirmation and improvement. In this way, they can gain new meaning and a new function at the national level.

By activating TSGs through sports tourism and linking them with health care, education, culture and ecology, they can contribute to the preservation of sports, cultural and tourism identity and sustainable development.

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2.5 Holidays with children: Expectations of German and Egyptian tourists in dependence on various destinations by using the creative-narrative scenario technique

JACQUELINE TUCHEL¹ ✉, LUISA HENTE¹, ALEXANDER HODECK^{1,2}

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² ISM University of Applied Sciences Berlin, Germany

Key words: EXPACTATION, TRAVEL DESTINATION, FAMILY HOLIDAYS, FAMILY ACTIVITIES

INTRODUCTION

Families have a variety of wishes and demands on service providers on holiday and they are increasingly taken seriously and actively considered by the tourism industry (Seidl, 2009). To spend a relaxing and exciting vacation, there must be a balance between the interests of parents and children. This study examines the expectations of families for the destinations a) mountains in Germany and b) beaches in Egypt.

MATERIAL AND METHODS

With the creative-narrative scenario technique (Kosow & Gaßner, 2008) wishful aspects are developed in a focused way in small groups of 3-4 persons. 12 Egyptian and 11 German groups worked together to elaborate fundamentally consensus-oriented ideas about different destinations and travel companions.

RESULTS

Both nations have a lot in common regarding their expectations of family vacations: They would like to get to know other families, they wish to taste the local food in each destination, enjoy some sightseeing and typical sports activities (e.g. snorkeling, swimming in Egypt; skiing, hiking in Germany). For both it is very important to have activities suitable for children. Nevertheless, Germans differentiate more between destinations in terms of accommodation, services for children and fears. Halal food is an important issue for Egyptian families.

DISCUSSION & CONCLUSIONS

Families are an indispensable part of the tourist target groups. The diversity, due to the different generations within the family and their different interests, is a special characteristic. Service companies in the destinations are faced with a difficult task due to constantly changing demands and trends, which they hope to be able to meet with the help of alternative, innovative offers.

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SESSION 3

SUSTAINABLE SPORTS TOURISM IN EGYPT

18th November 2020



3.1	15:00 - 15:20	The impact of the image of a sporting event on the image of the host destination: the case of the ultra trail of city Amez Miz in Morocco Ekhouira Youssef, Driss Baakil
3.2	15:20 - 15:40	The environmental, economic and social impacts of the FIS Ski World Cup 2020 in Dresden, Germany Vanessa Kindl, Alexander Hodeck, Jacqueline Tüchel
3.3	15:40 - 16:00	TOGETHER WE SUCCESS project: The importance of project management and marketing for international sports events using the example of the Egypt Motorcycle Rally Mohab Hassan, Ahmed Elsayy Abd Elmonien

3.1 The impact of the image of a sporting event on the image of the host destination: the case of the ultra trail of city Amez Miz in Morocco

EKHOUIRA YOUSSEF¹ , DRISS BAAKIL¹

¹ Hassan II University Casablanca, Kingdom of Morocco

Key words: IMAGE OF THE SPORTING EVENT, IMAGE OF THE DESTINATION, ULTRA TRAIL

INTRODUCTION

Competition between territories is intense for the hosting and organization of sports events, as cities and countries believe that this will improve their overall image and make the destination more attractive to future tourists. In this article, we examined the correlation that can exist between the image of a sports event and the image of its host destination.

MATERIAL AND METHODS

147 foreign tourists were interviewed during the course of the sporting event "The Ultra Trail of Amez Miz".

DISCUSSION & CONCLUSIONS

First analyses show that in context of the present study, the relationship manifests itself considerably and the image of the sporting event in question influences the image of its host destination. The study provides a set of basic data from which future research on sporting events in Morocco can be conducted.

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3.2 The environmental, economic and social impacts of the FIS Ski World Cup 2020 in Dresden, Germany

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Key words: SKI WORLD CUP, SPORT EVENT, ENVIRONMENTAL IMPACT, SUSTAINABLE SPORT

INTRODUCTION

The FIS Ski World Cup Dresden is a big sporting event, a so-called mega-event (Dießl, 2008), and has a great media and social importance. It is about a cross-country skiing competition in which the athletes sprint through the city. Dresden is not a ski area, so 4000 m³ of artificial snow has to be produced and transported to build the snow path, which led to negative criticism. Therefore, sustainability and environmental aspects played a major role in the early planning of the FIS Ski World Cup Dresden, which was based on the guidelines of the International Ski Federation FIS "Green Events" (FIS, 2013). This study analyses the ecological, but also the social and economic impacts of the event.

MATERIAL AND METHODS

The data were collected and analysed using two different methods. On the one hand, an intensive literature and document analysis was carried out, using mainly newspaper and online articles during the event period, as well as the homepage of the event. On the other hand, two semi-structured expert interviews were conducted with people from the event organisation and coordination.

RESULTS

The analysis shows mainly positive effects in all areas. In the area of ecology, many measures are being taken to keep the negative environmental impact of the Ski World Cup as low as possible. Compared to other Ski World Cups, the environmental impact is lower because the benefits of the City Event are used. Apart from the CO₂ pollution, there are no negative effects on the city of Dresden. The social benefits have been highlighted, for example, by the unique post-event use and supporting programme along the course, which contributes to the enthusiasm for winter sports. The range of activities for young athletes will be increased, which will help to communicate the values of the sport. The international coverage of the World Cup will create an advertising value for the city and the region, which will clearly exceed the public support for the event. Consequently, the economic impacts on the city of Dresden and the state of Saxony are positive, as tourism will become more attractive in the longer term.

DISCUSSION & CONCLUSIONS

It was found that many negative criticisms are unfounded and even false. This shows that the public is not informed about the facts and benefits of the Ski World Cup for the city of Dresden. Such criticisms can be eliminated by an increased internet presence and public relations work. After weighting all the contents that have been developed, it can be concluded that the Ski World Cup has a positive influence on the city and the region.

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3.3 TOGETHER WE SUCCESS project: The importance of project management and marketing for international sports events using the example of the Egypt Motorcycle Rally

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Key words: SPORT MARKETING, PROJECT MANAGEMENT, BRAND POSITIONING, EVENT MANAGEMENT, SPONSORSHIP

INTRODUCTION

Sport events are among the most popular and enjoyed events worldwide. By hosting sport events, branding is becoming increasingly important (Grix & Houlihan, 2014). One of the biggest goals of branding, among others, is to increase tourism (Bodet & Lacassagne, 2012). Sport events create a lot of interest, generate large amounts of dollars in sales and thus arouse enormous media interest. However, success is not automatic. Good project management and a high-quality marketing concepts are fundamental.

MATERIAL AND METHODS

The Egypt Motorcycle Event was fully documented and evaluated from the first planning phase to the end of the project. The results are based on the data of the document analysis and evaluation. They provide valuable data regarding selected success parameters and enable improvements for possible optimisation.

RESULTS

The analysis of the data shows that the developed, specialised marketing concept has strengthened the brand positioning. In addition, sponsorships increased by 150 % and service providers even grew 4-fold. The number of participants rose by 20 % and the number of visitors doubled.

DISCUSSION & CONCLUSIONS

Statistics show that strong project management and targeted, individual marketing are key success factors for sport events. Documentation and evaluation helps to continuously gain new insights and to recognise and react to changes in the participants' perspective at an early stage. The findings can be transferred to other big sport events in Egypt, taking into account the individual framework conditions.

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SESSION 4

SPORTS TOURISM AND HEALTH

19th November 2020



4.1	09:30 - 10:10	Health Tourism a challenge for the future Christine von Reibnitz
4.2	10:10 - 10:30	The 30-Day Sports Challenge in Egypt: Organisation, Implementation and Results Akmal Sobhy, Ahmed Abd Elkhalek
4.3	10:30 - 10:50	Implementation of risk prevention measures for the safety and health of users of Grand-Bassam beaches (RCI) Geneviève Segui, Alphonse Yagba Hie
4.4	10:50 - 11:10	Sports as a key in the well being of the citizens of the hosting nation: glimpses from India Ved Pal Singh Deswal
4.5	11:10 - 11:30	Sport and Tourism – Sustainable Vision of Egypt Akmal Sobhy

4.1 Health Tourism a challenge for the future

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Key words: HEALTH TOURISM, MEDICAL TOURISM, SUSTAINABILITY, HEALTHY DESTINATION

INTRODUCTION

Health tourism is certainly one of the fastest growing forms of tourism at the time. The terms wellness tourism and health tourism are partly identical in meaning in international literature. In general, the term health tourism tends to emphasize the health-promoting variants of tourism, whereas wellness tourism describes the market of relaxation, well-being and cosmetic measures. Health tourism consists of medical tourism, wellness tourism (to enhance health) and spa tourism (spas that combine medical and health components). The three components are different but also overlap. Health has a high value and is equated with personal well-being, performance and attractiveness. We can observe a rising number of people who take care of their health and the associated increasing willingness to make their own provisions. As a result, we have increasing tendencies towards self-optimization.

DISCUSSION & CONCLUSIONS

People worldwide are increasingly concerned about health and wellness. Recent improvements in life quality and life expectancy have led people to seek self-realisation in several contexts, such as personal, social, and leisure. In this context, it is more than ever essential to be in a good state of health, to which physical activity and sports play a central role. Sustainability and responsibility have become key criteria in health tourism, which often relies on natural resources and assets. When managing health tourism it is certainly important to have a sustainable approach in terms of development, planning and impact management. It is also critical to observe regulations and ethics. Sustainable Development Goals as guiding framework for both public and private stakeholders, are key fundamentals for the long-term viability of the health tourism related industry and maximizing benefits for local communities. The wellbeing of local residents is equally important as the health improvement of tourists and should be a requirement for the further development of health tourism. Monitoring economic, social and environmental impacts need dedicated attention and resources. Development of health literacy should be part of the curriculum of university courses in tourism and sports.

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4.2 The 30-Day Sports Challenge in Egypt: Organisation, Implementation and Results

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¹ Ministry of Youth and Sports, Egypt

Key words: 30-DAY CHALLENGE, MINISTRY OF YOUTH AND SPORTS, SPORT EVENT, SPORT MARKETING, SPORT ENCOURAGEMENT

INTRODUCTION

The Ministry of Sport and Youth is committed to encouraging the population in Egypt and around the world to practice sport and live a healthy lifestyle. The activities should be appropriate to different age groups and health levels, and work without social gatherings and physical attachments according to governmental regulations towards preventive and precautionary measures. The 30-day challenge is an initiative that took place by the Department of Tourism and Sport Events at Ministry of Youth and Sport between 1st and 30th August 2020.

MATERIAL AND METHODS

After nine hours from posting the registration link on the Ministry's official Facebook page, all 3000 participants were achieved and within the first 24 hours 4000 more were on the waiting list. 150 participants were from 20 other countries than Egypt, most of them from Europe, Russia, the United States and many other Arabic countries. The participants could register for the following sports: walking, running, biking, kayaking and motorbike riding. People with special needs were also invited to participate.

RESULTS

The fast booking of all places confirms the great interest of the population in participating. Furthermore, the participation from over 20 countries shows that the comprehensive marketing, especially via social media, had a wide impact. 1500 participants registered the first time for a challenge also with virtual communication, which proves that lots of civilians are waiting for such approaches and challenges by the government. In the end, 25 percent of the participants reached the goal after only 15 days, 58 percent within the available 30 days. The participants, who complete the challenge got medals and a certificates.

DISCUSSION & CONCLUSIONS

The 30-day challenge is considered as a virtual sporting challenge to encourage Egyptians of different age and health status to practice sports activities from anywhere. Overall the 30-day challenge was very successful for all Egyptians at home and abroad and an appropriate application of social distancing and precautionary measures to prevent the outbreak of the new Coronavirus. It is the ambition of the Ministry of Youth and Sports to organise the challenge three times a year with different sports and to keep the population active in the long term.

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4.3 Implementation of risk prevention measures for the safety and health of users of Grand-Bassam beaches (RCI)

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² Ministry of Sports, Ivory Coast

Key words: TOURISM, PREVENTION OF RISKS, HEALTH EDUCATION, AQUATIC SAFETY

INTRODUCTION

Over 2000 visitors frequently visit the beach “Grand-Bassam” (RCI) every weekend for sightseeing (47%) and for swimming (53%). However, there is a lack of security for the tourists resulting of risky behaviour such as consume of alcoholic beverages, noise, deviant behaviour and non-compliance with safety guidelines which might lead to drowning. The aim of this study is to make beach tourists aware of safe and healthy leisure guidelines in a sustainable way to ensure their safety.

MATERIAL AND METHODS

The study was conducted on a sample of 197 individuals divided into administrative authorities (4), hoteliers and restaurateurs (5), tourists from Grand-Bassam (107), residents (44) and hawkers (37). An interview guide addressed to administrative authorities and socio-economic stakeholders was used besides an observation grid (video and photographic recordings) and a questionnaire for external users and local residents.

RESULTS

Two orders were taken by the City Council concerning the beach access for tourist convoys and the sale of alcoholic beverage. Furthermore, two programs have been publicized to raise awareness among beach tourists on safety guidelines and an active presence of police officers was decided on for controlling purposes. At the beach level there was a marked decrease in unhealthy behavior (battles, assaults) over the Easter weekend 2017. Otherwise, the order prohibiting the sale of alcohol on the beach was not fully complied with and ended in the weeks that followed.

DISCUSSION & CONCLUSIONS

Risk prevention on the beaches of Grand-Bassam concerns a large amount of visitors. Responses from 86% of users indicate that this first awareness made them aware of safe and healthy behaviors. The outreach team needs to improve the level of monitoring through sustainable information work and the implementation of written and visible as well as understandable mark-ups and regulations. The implementation of a safety plan initiated in 2017 continues in a dialectical manner between the main stakeholders yet all anxious about their interest; but ready to be in the service of safety.

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4.4 Sports as a key in the well being of the citizens of the hosting nation: glimpses from India

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Key words: SUSTAINABLE, SPORTS, WELL-BEING, COMPETITION, DEVELOPMENT

INTRODUCTION

Today, in the era of competition, sports and games have become an important part of our lives, because it gives the necessary break from the monotonous everyday life. Urban regeneration such as improvement in infrastructure, like building sport stadiums, parks and hotels, improving public transportation, metro extension, flyovers and so on improve security standards, employment of persons in the completion of assigned work and create economic profit development within the hosting city. By hosting the 2010 Commonwealth Games in New Delhi, benefits were enjoyed by tour operators, travel agents, hotel industry, aviation industry, airport authorities and the Delhi Metro Rail Corporation. Even the small industries, malls and bigger markets earned benefits during the Games. Taking into account this background information the objective of the paper is to discuss the following issues: What is the importance of sports tourism? How does sports tourism affect the livelihood of the residents? What is the role of the Government in keeping sports venue safe for players?

MATERIAL AND METHODS

Various articles were reviewed and experiences of sportsperson were gathered.

RESULTS

Sports games are the tool of health of the state. India is no exception to this idea.

DISCUSSION & CONCLUSIONS

Once upon a time it was believed that all those who were good at studies were the good citizen, resulting who involved themselves in sports and games were not good. But in order to maintain Health is Wealth, nowadays we must ensure the participation of students in sports. We also have to look into various challenges relating to outcomes of sports tourism such as eco-tourism, environment, tribal's rights and safety and security of players (travelers). The number of incidents related to terrorism, thefts and nuisance are increasing. These issues are to be tackled very carefully. There is a need to improve Information and communication technology and its application in the tourism sector. Signboards with proper information are to be displayed. Sustainable development must be ensured by maintaining the balance of nature and needs of the people.

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4.5 Sport and Tourism – Sustainable Vision of Egypt

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Key words: STRATEGY, VISION 2030, SUSTAINABILITY, DEVELOPMENT, SPORTS EVENTS

INTRODUCTION

The strategy for sustainable development, "Egypt's Vision 2030", is a milestone on Egypt's extensive development agenda and at the same time a roadmap in the economic, environmental and socio-economic field (Ministry of Planning and Economic Development, 2016). The Ministry of Youth and Sports presents its experiences in the difficult Corona year 2020 and its visions for 2021 up to 2030. The aim is to make Egypt better known as a visitor destination through sports events and to become a model of sustainability in the MENA (Middle East & North Africa) and the Mediterranean region.

MATERIAL AND METHODS

Planned and implemented events in 2020 are presented and analysed. From this, development opportunities for the year 2021 to 2030 are derived.

RESULTS

The Vision 2021 is based on basic principles, which includes to put sustainable development in the heart of the strategy. Additionally the Ministry of Youth and Sports is developing five different programs for a diversified product range: (1) Joining international fairs program, which enhances the range of participation experience with the Ministry of Tourism to create a new profile and penetrate new markets for the products of sports tourism events and adventure sports; (2) Branded & Marketing oriented events program, which includes the development of cultural and leisure events of international class in order to increase the attractiveness of Egyptian tourist destinations (3); Business & Well-being Program, which creates an infrastructure that can host big training camps and international gatherings in a collaboration with the Ministry of Tourism and Antiquities (4); High value added program, which merges the hotels in selected cities with the Ministry's sport facilities as extension of the hotels services and use it for marketing (5) Red Sea SportVal Program, which provides opportunities to directly experience and enjoy nature tailored to sports tourism sector.

DISCUSSION & CONCLUSIONS

By using all the mentioned programs and principles, it seems possible to create the most competitively sports and tourism events in the Middle East to play an important role to enhance awareness of Egypt's nature value, diversity the importance of its protection and strengthening sustainability criteria.

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SESSION 5

SUPPLEMENTARY ABSTRACTS

18th & 19th November 2020



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| 5.1 | Understanding the Sports Tourism
Sarah El Beih, Sara Ismail, Fatma Hussein, Ganna Mohamed, Esraa Yasser |
| 5.2 | Experiences of Motoclub Egypt as a sports tourism provider and host of
national and international motorsports events
Hossam Fouad |
| 5.3 | A proposed Strategy for the Investment of Potentials and Sports Facilities for
the Promotion of Sports Tourism in the Red Sea Governorate
Zeinab Khalifa |

5.1 Understanding the Sports Tourism

SARAH EL BEIH¹  , SARA ISMAIL¹, FATMA HUSSEIN¹, GANNA MOHAMED¹, ESRAA YASSER¹

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Key words: TOURISM, SPORT, SPORTS TOURIST, SPORTS TOURISM, SPORTS ACTIVITIES

INTRODUCTION

One of the main motivation keys for travel and tourism is sport. The practice of well-established sports tourism is an important tourist attraction, as well as the major sporting events like sailing, board games tourism, golf tourism, cycle tourism and winter sports tourism that play a vital role in attracting a big number of tourists according to unique geographic features and special destinations. The main two critical elements that have affected developing sport activities in modern society are sport and tourism, which also coordinate to maximize global benefits and economical returns.

The aim of this study is to understand more about sports tourism conceptions, while emphasising on some common sports, using a survey to point out the factors affecting sports tourism for Egyptians and other nationalities.

MATERIAL AND METHODS

172 subjects of 15 different nationalities from various walks of life had participated in responding the questionnaire. Researchers focus on studying the idea of attractive activities for different categories of sports tourists by using the descriptive method in the recent study. The questionnaire was utilized to collect data as validity had been confirmed by sports and tourism experts. Reliability was calculated by Alpha Cronbach test. The questionnaire consisted of two sections. First section was about the personal descriptive statistical data (age, gender, nationality, educational level, occupation and annual income). The second section was about their interested sports activity areas with 16 questions.

RESULTS

Descriptive statistical data showed that most participants belongs to the age group from 20 to 30 years (35.2%), 55.8% were female and 44.2% male, highest percentage for nationality was Egyptian (75.3%) and the most frequent educational degree was a bachelor degree (49.4%), while 25.9% had an annual income of more than 5000\$.

The results showed that 31.5% often went to sports events or vacation with sports activities once a year and the most preferable season to go was on summer vacations extended to one week most. Further, the majority stayed on rented apartments, while most travel expenses were from 100-500\$ with 10-25% of annual salaries. Swimming was the most favourite activity during vacation. The majority of the participants were amateurs and the highest percentage of travellers were with friends or family (40.2%, 38.5%).

DISCUSSION & CONCLUSIONS

It can be concluded that 93% of participants were active sports tourists, while only 7% were passive. This shows that sports became a lifestyle with a significant proportion of community. Researchers suggest more future research agenda for understanding sports tourism conceptions, to evaluate some attractive activities and emphasize various common sports

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5.2 Experiences of Motoclub Egypt as a sports tourism provider and host of national and international motorsports events

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Key words: MOTOCLUB, MOTORSPORTS, MOTOCROSS, SPORTS EVENTS, SPORTS TOURISM

INTRODUCTION

Motoclub Egypt hosts international events and competitions and organises national events and competitions to determine the Egyptian champions in motocross, super cross, buggy, ATV (All Terrain Vehicle) and quad racing.

MATERIAL AND METHODS

On the one hand, opportunities for national and international sports tourists are explained and on the other hand, experiences from the largest sports events of recent years are reported. Current challenges in the context of the pandemic will be discussed.

RESULTS

Motoclub Egypt creates innovative and save trips for high schools, universities, companies and banks from all over Egypt. The holiday resort of El Gouna offers many recreational activities like wakeboarding, scuba diving and snorkelling, which can be combined perfectly with an adventure experience in motorsports. Motoclub Egypt offers to explore the best destinations, among the Egyptian mountains and golden sunsets.

They are experts in the organisation and implementation of sporting events.

DISCUSSION & CONCLUSIONS

Motoclub Egypt has extensive experience and knowledge of Egypt's environment, logistics and skills. They create unique, unforgettable excursions into nature for all their clients and face the challenges and wishes of the demanding tourists from Egypt and around the world.

As an organiser of major sporting events, Motoclub Egypt arouses media interest and attracts national and international attention, so that the implementation of sporting events combined with offers for sports tourists, who want to experience an adventure themselves, can be mutually highly beneficial.

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5.3 A proposed Strategy for the Investment of Potentials and Sports Facilities for the Promotion of Sports Tourism in the Red Sea Governorate

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Key words: RED SEA GOVERNORATE, SPORTS TOURISM, INVESTMENT STRATEGY

INTRODUCTION

Egypt offers beautiful coastal places that are visited every year by tourists from all over the world to enjoy swimming, diving and the great weather. The Red Sea Governorate is one of these fascinating coastal places, it includes the most beautiful coastal cities such as Hurghada, Safaga, Al Qusayr, Marsa Alam and some outstanding tourist resorts such as El Gouna. With this kind of potentials, the Red Sea Governorate could be a global destination for sports tourism and a strong competitor in the sports tourism market.

MATERIAL AND METHODS

Analysing the internal environment of the governorate to specify (a) Sports facilities available and required within the governorate to host international championships (b) Places that can be invested within the governorate (c) The possible sources of income (d) Legislation and laws that govern the investment process inside the governorate (e) The role of agencies concerned with tourism, investment and marketing within the governorate (f) The skilled human resources available within the governorate (g) The role of the multimedia in covering the sports tourism sector activities in the Red Sea Governorate. Further, the external environment was analysed to determine the required integration criteria in the global sports tourism market.

RESULTS

The sports facilities available in the Red Sea Governorate are not suitable for sports tourism and the appropriate ones are not sufficient to promote sports tourism. The lack of investment and sport facilities has a negative impact on the sports tourism within the governorate. There is a shortage of qualified personnel who can work in the field of sports tourism. A successful marketing policy to highlight the potentials of the Red Sea Governorate to encourage investors to invest in the field of sports tourism is absent. The media plays a weak role in highlighting the importance of sports tourism in raising national income.

DISCUSSION & CONCLUSIONS

Despite the availability of natural resources within the governorate and the high touristic demand, we cannot say that there is a real sport tourism that can achieve global popularity to compete strongly in hosting international tournaments, especially in Safaga, El Quseir and Marsa Alam. The governorate coastal and desert landscapes is considered ideal for sailing and adventure games. Furthermore it can also become a destination for international team camps of various sports if a strong infrastructure is available.

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