

3rd International Conference of Sustainable Sports Tourism in Egypt 2021



BOOK OF ABSTRACTS

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Greetings



It is my great pleasure to welcome you to the 3rd International conference of sustainable sports tourism in Egypt.

We are very grateful to the Chemnitz University of Technology & its talented team for their tremendous efforts they have exerted to materialize such a success story.

I would like to give a special thanks to Alexander Hodeck, Jacqueline Tuchel, who have put together such an engaging programme.

Sports and tourism has been strongly connected since the 90's, where Egypt Archaeological sites played an important role in the success of several sports tournaments which took place in Egypt. To mention a few: The Pyramids, the Baron Palace, the Citadel.

Sports give direct support to the economy of many countries, it has become a marketing arm to worldwide tournaments bringing financial and economic benefits to the hosting city where it is held.

Egypt has adopted the 2030 Agenda for Sustainable Development, it sets out a global framework to end poverty, maintain health & well-being, gender equality & quality education.

Sports in Egypt remains one of the necessary means when thinking about sustainable development. Egypt vision 2030 aims to make sports one of its pillars for youth representing 70% of the nation below 30 years old.

Sports open doors for hundreds of opportunities for real, serious and different investments. It is also one of the real means to confront slums and also change the reality and fate for the young generations. Sports stadiums and championships are in process in various Egyptian cities, based on proper planning to host international tournaments and courses.

We are convinced that sports is able to change the world around us to better one. in 2021 in a less challenging framework and with a revived tourism industry.

Moataz Sedky
General Manager
Travco Holidays

Greetings



I am frequently receiving invitations to speaking engagements and Panel discussions, but this one was different. Being part of the 3rd International conference of Sustainable Sports Tourism in Egypt organised by DAAD & TUC in November 2021 as a speaker and panelist was an eye opening participation, and a fruitful engagement

Representing our marketing group Connection Marketing Ventures | Connection Sports in such a conference as an ambassador from the private sector was a real life example of bridging the gap between both the academic and the practical worlds, where we discussed Egypt as a destination for

sustainable sports tourism, our role as a sports group to host events and sports happenings, and the collaboration between our country, DAAD, the university and even the students to build sustainable engagements, and start piloting the project idea and topics of the conference, putting theory into practice, and building engagements that count.

I am certain that what we have discussed will materialise into projects that contribute to improving the sports eco-system at large, and add to the sustainable sports tourism in particular.

Thanking all the organisers for the kind invitation, and remain welcoming the German sports community to our home land Egypt with all the love and support.

Sherif Monsef

CEO

Connection Marketing Ventures

Connection Sports

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; Member of the World Committee on Tourism Ethics (UN)



Prof. Dr. Sarah El Beih

Vice Dean at Faculty of Physical Education for Girls at Helwan University and Vice President of Egyptian Sailing and Waterski Federation



Dr. Reinhard Klöppel

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Prof. Dr. Christine von Reibnitz

Professor 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

Assistant Professor of Sports Marketing and Economic at Port Said University, and Executive Manager of Porto Sporting Clubs



SESSION 1

SUSTAINABILITY IN ACTIVE TOURISM



- | | |
|-----|---|
| 1.1 | Sustainability on holiday and at home: A qualitative survey about nature and activity tourists of Generation Z
<i>Romy Heilig, Luise Melzer</i> |
| 1.2 | With bow and arrow to the pyramids and the red sea – Archery as a tourism activity in Egypt
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| 1.4 | Sustainable sports tourism in Morocco: Future opportunities in the mountains and by the sea
<i>Youssef Boudarba</i> |

1.1 Sustainability on holiday and at home: A qualitative survey about nature and activity tourists of Generation Z

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Key words: SUSTAINABLE TOURISM, SUSTAINABLE LIFESTYLE, ACTIVE VACATIONERS

INTRODUCTION

Although the issue of sustainability in tourism already attracted the attention of social critics in the 1980s, the increasing number of tourists around the world requires a further focus and consolidation of the sustainability concept (Rein & Strasdas, 2015). The following paper reflects the results of a study, which investigated the relevance of a sustainable lifestyle in everyday life and on vacation. Particular focus was placed on the extent to which sustainability is a decisive criterion in the consumer's consciousness with regard to the choice of vacation destination and activities there. In addition, the hurdles of sustainable consumer behavior were researched.

MATERIAL AND METHODS

The target group referred to nature tourists and active vacationers. For this purpose, two relevant individuals from Generation Z have been selected. Subsequently, 20-minute personal online interviews were conducted using a guideline. In the following, the interviews were transcribed and analyzed using a qualitative content analysis. The first part explored the interviewee's personal attitude towards sustainability in everyday life. The second part focused on sustainability during vacations.

RESULTS

Sustainability is strongly anchored in the consciousness of both interviewees and plays a major role in their consumption of food. Hurdles to a sustainable lifestyle were seen in financial terms and in the lack of transparency of different products about their origin and production, which is often not sufficiently provided by the supplier. It became clear that the implementation of a sustainable lifestyle on vacation is more difficult. Nevertheless, aspects have been identified which destination managers and the tour operators have to consider.

DISCUSSION & CONCLUSIONS


The desire of the study participants to have a sustainable holiday is present and mainly includes the following interventions for tour operators: (1) nature conservation (2) shuttle transport (3) waste separation/disposal (4) implementation of a sustainability label for accommodation and activities.

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1.2 With bow and arrow to the pyramids and the red sea – Archery as a tourism activity in Egypt

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Key words: SPORTS TOURISM, ADVENTURE TOURISM, ADVENTURE SPORTS, SPORTS EQUIPMENT, SHOOTING

INTRODUCTION

Archery is an increasingly popular sport: it is fun, trains the muscles and the mind and avoids stress (Aysan, 2016). But hitting the target is not necessarily the most important thing: it's about body awareness and mindfulness. Archery is also used in the therapy of various medical conditions such as burnout and anxiety disorders. In addition, it offers numerous opportunities for experiences. Whether with colleagues, with friends or with the family - shooting together with bow and arrow is always a little adventure.

MATERIAL AND METHODS

JOYA Events is an archery agency that offers numerous activities and events. In addition to team building and thematic workshops for local schools, universities and companies, the company offers day trips, adventure safaris, and fitness camps that are interesting for international guests. Based on the experiences with these activities and events, archery as a tourism activity is considered in the status quo as well as its potentials.

RESULTS

For the first time in Egypt JOYA manufactured archery shooting sports equipment (100% Egyptian products). Joya established Archery training hubs at 27 governorates in Egypt so that athletes get more acquainted and well trained on shooting. Moreover Joya invented first safe archery tools especially manufactured for children from all ages to develop their skills for shooting safely with safe bow and arrow, they can also use for home training.

DISCUSSION & CONCLUSIONS

Due to its many advantages and possible uses, archery should therefore be considered and used more in a sports tourism context. It can be combined with sightseeing in urban tourism, as well as in coastal tourism, which include seaside resorts and natural beaches. Above all it can be used in rural tourism for adventure holidays and active holidays for adults and families. It is therefore very flexible in terms of destination and season and thus suitable for attracting tourists all year round.

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1.3 The importance of sustainability in diving tourism – The case of German speaking diving tourists

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Key words: SPORTS TOURISM, DIVING, SUSTAINABILITY

INTRODUCTION

In general, sustainability in sports tourism has increased in recent years (Taks, 2013). This paper analyses the meaning of sustainability to German speaking diving tourists to draw conclusions for the development of tourism strategies. This article focuses on one form of active sports tourism - diving tourism. Diving tourism is an established and traditional form of sports tourism, which must be seen in special relation to the issue of environmental sustainability (Anderson & Loomis, 2011).

MATERIAL AND METHODS

In the period March 2020 - May 2020, 174 diving tourists were surveyed about their sustainable behavior in everyday life and during (diving) vacations via online questionnaire. Data were collected using a standardized online questionnaire. The questionnaire is based on the tourism literature (Röser & Brudermann, 2018) and was pretested.

RESULTS

It could be shown that there is a correlation between age as well as gender and sustainable behaviour. A conjoint measurement showed that for diving tourists, ecological aspects are more important than the prize of a diving trip. The gained insights can contribute to establish new and more sustainable offers in diving tourism and thus developing this area of sports tourism more sustainably overall.

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1.4 Sustainable sports tourism in Morocco: Future opportunities in the mountains and by the sea

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Key words: SPORT TOURISM, SUSTAINABILITY, DEVELOPMENT, MOROCCO

INTRODUCTION

Tourism and sport are key cultural elements of today's world and have a significant impact on modern society and on international tourism. Sports tourism can also contribute to sustainable development and the achievement of 17 sustainable development goals. In Morocco, the sports tourism is playing an important role in sustainable development, because of the diversity of the weather and nature between south, north, east and center. For example, in the south and especially in the city of Dakhla, many tourists from different countries come to participate in various water sports competitions (windsurfing, surfing, kayaking, canoeing, etc.) organised by numerous sports federations in collaboration with the tourism office. In Moyen Atlas, the center of Morocco, there are a lot of tourists who visit the famous city Ifrane to practice exciting sports, climbing in Mountains around the city and running in the forest of cedar, also there are two great stations for skiing. The region of Ifrane and El-Hajeb is also well known by the excellent air quality, its altitude and due to a lot of sports champions, who visit those places to organize camp training.

MATERIAL AND METHODS

We are planning with investors from Netherlands to build a great hotel, stadium, swimming pool and hall to practice different sport activities.

DISCUSSION & CONCLUSIONS

This project will contribute to the tourism development by including stable employment and income-earning opportunities as well as social services to host communities and to contribute to poverty alleviation.

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SESSION 2

SUSTAINABILITY IN TOURISM – THE PERSPECTIVE OF SPORTS TOURISM PROVIDERS



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|------------|---|
| 2.1 | Sustainability in Egyptian diving schools
<i>Tamara Ronski</i> |
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| 2.2 | Multi-faceted touristic value creation on a small island in the German Wadden Sea area – Amrum as a practical example
<i>Matthias Dombrowski, Susanne Maas</i> |
| <hr/> | |
| 2.3 | Challenges for Egyptian tourism agencies in corona times
<i>Omar El Seoudy, Youssry El Seoudy</i> |

2.1 Sustainability in Egyptian diving schools

TAMARA RONSKI¹ 

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Key words: DIVING TOURISM, SUSTAINABLE DIVING, SCUBA DIVING

INTRODUCTION

The endangerment of coral reefs due to diving tourism has been increasing with the rising numbers of tourists. This has resulted in a growing environmental concern over a period of many years (Barker & Roberts, 2004). This research focuses on diving tourism in Egypt in the context of coral reefs, as well as sustainability in a broader context, and how diving schools can influence the ecological impact of tourists.

MATERIAL AND METHODS

Primary research was conducted by holding interviews with a sample of our target group consisting of diving experts, defined, in this study as individuals working in diving schools at the Red Sea. Our sample consisted of five people working in diving schools, mostly in Egypt. Each interview was conducted online and allotted a time period of 15 minutes. A guideline for the interviews was prepared beforehand and comprised three main aspects: The economic consequences of sustainable programs, the current situation of diving schools in terms of sustainability and the ecological impact of sustainable programs. The interviews were transcribed and analysed focusing on qualitative content.

RESULTS

Sustainable programs were said to have a minor effect on turnover. While they include more costs for human resources, they have positive effects on demand, image and customer loyalty. In general tourists show more awareness and have raised their expectations of sustainability. Most diving schools considered sustainability as a high priority within their particular organisation, whilst also acknowledging that it is not the standard of the field. Several actions including clean-ups, the unavailability of gloves or knives when diving, briefings and small diving groups were listed to reduce ecological impacts.

DISCUSSION & CONCLUSIONS


One could conclude that mechanical damages on coral reefs can be reduced by keeping tourists aware and closely supervised. This can be achieved by briefings and small diving groups. Another aspect is to promote care by diving without gloves or knives, hence removing options that easily damage reefs. To realise an active change in the industry the education of diving instructors needs to prioritise sustainability. Some changes require government action to be realised on a larger scale.

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2.2 Multi-faceted touristic value creation on a small island in the German Wadden Sea area – Amrum as a practical example

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Key words: WORLD HERITAGE, NORTH SEA, DOMESTIC TOURISM, WADDEN SEA

INTRODUCTION

This paper aims to analyse the multi-faceted touristic value creation on a small island, located at the German North Sea coast. As part of the Wadden Sea, a World Heritage site, Amrum is one of the most popular destinations of domestic tourism in Germany (AmrumTouristik AöR, 2019; UNESCO, 2021). Tourism is the most essential sector of the insular economy. The Covid-19 pandemic had multidimensional effects on the island's tourism operations which is not emphasized in this paper (Schrader et al., 2020). Rather, providing comprehensive insights into the particularities of and relevant activities on the island will be pursued.

MATERIAL AND METHODS

A content analysis of secondary data has been conducted. Articles, statistics and supplementary official documents from the island's tourism authority have been used as underlying material.

RESULTS

The analysis reveals Amrum's nature and associated activities as unique selling proposition. Three key target groups can be identified: nature vacationer, families, decelerators. About EUR 120 million is the gross value added from the island's touristic operations, mainly shaped by 150,000 overnight stay guests. The findings show that different sustainability activities are implemented to emphasize the dominating role of the island's nature to secure a viable future for Amrum as an attractive holiday destination (IfD Allensbach, 2021).

DISCUSSION & CONCLUSIONS

Experiencing pure nature is the main reason for tourists travelling to Amrum. Protecting it and developing projects in the field of sustainability are core tasks for the tourism authority and all people directly or indirectly employed in the touristic sector. There is growth potential regarding the proper integration of sports tourism activities into the island's overall tourism strategy. Peak season in summer is exploited. Focusing on pre- and off-season could be promising to increase the gross value added, while constantly considering the importance of a healthy, appealing and preferably pristine environment.

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2.3 Challenges for Egyptian tourism agencies in corona times

OMAR EL SEOUDY¹ ✉, YOUSSEY EL SEOUDY¹

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Key words: TRAVEL AGENCIES, TOURISM INDUSTRY, GOLDEN PARADE OF THE PHARAOHS

INTRODUCTION

The Egyptian economy is dependent on tourism revenues and suffered greatly from the Corona pandemic. By March 2020, as COVID-19 began to spread across Europe, tourism in Egypt declined sharply, with between 70 and 80 percent of hotel bookings cancelled (Egyptian Center for Economic Studies, 2020). The situation deteriorated further as international travel was further restricted worldwide (Breisinger et. al., 2020). The number of tourists who visited Egypt dropped from 13.1 million in 2019 to 3.5 million in 2020 (Eltahir, 2021). 844,000 people lost their jobs in the tourism industry (World Travel and Tourism Council, 2021).

RESULTS

After facing massive financial losses in the tourism industry in 2020, the Egyptian government held extravagant TV events in 2021 to attract new international visitors. For example, in a spectacular multi-million dollar event, 22 mummies, 18 kings and four queens, were brought to the new National Museum of Egyptian Civilisation in the so-called Golden Parade of the Pharaohs (Hussein, 2021). Tourism is recovering in 2021. The number of hotel bookings has risen sharply and resorts are also experiencing a huge increase in tourist numbers. Visa applications are also being submitted en masse again. In the first half of 2021, 3.5 million visitors came to Egypt, almost as many tourists as in the whole of 2020 (e-Visa.ie, 2021).

DISCUSSION & CONCLUSIONS

Despite government efforts, the tourism sector has suffered greatly during Corona. A decline in socio-economic conditions and the additional challenges faced by the population are evident. The increase in tourism in 2021 is encouraging, but estimates for the full recovery of tourism vary widely.

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SESSION 3

MARKETING IN SPORT AND TOURISM



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| 3.1 | Sport event marketing: Ways and experiences of addressing target groups through online marketing
<i>Mohamed Maged</i> |
| 3.2 | Micro-Influencers and their potential for sports tourism events
<i>Jacqueline Tuchel, Alexander Hodeck, Luisa Hente</i> |
| 3.3 | Promoting the North Sea Coast Area in Egypt through sports marketing
<i>Nahla Ossama Nassar</i> |
| 3.4 | Applications of ICT as a boon in sports: Glimpses from India
<i>Ved Pal Singh Deswal</i> |
| 3.5 | Marketing campaigns in resorts and hotels for some sport activities
<i>Omnia Mohamed Mostafa</i> |

3.1 Sport event marketing: Ways and experiences of addressing target groups through online marketing

MOHAMED MAGED¹ 

¹*Cycle Creative Solutions, Egypt*

Key words: SOCIAL MEDIA MARKETING, SPORTS TOURISM, MARKETING STRATEGIES

INTRODUCTION

The financial and touristic commercialisation of sporting events and adventures plays an important role all over the world. But anyone who has ever wanted to sell something knows that not all customers are the same. Every individual wants the perfect product or service that is optimally tailored to their needs. In the end, they will buy where their needs and preferences are seen and satisfied. The presentation will therefore show ways and possibilities of target group-oriented online marketing and derive recommendations for sporting events.

MATERIAL AND METHODS

It is reported exemplarily from the many years of experience in target group-oriented marketing of the company Cycle Creative Solutions.

RESULTS

The individual character of the target group must be taken into account in all advertising measures in order to create a coherent image of the company or the event. When using different digital channels, it is important to ensure the consistency of the advertising messages conveyed. For this purpose, it is important to understand all the characteristics, needs and preferences of the potential customers and to optimally align the communication with them. There are many ways to do this, but they are individual.

DISCUSSION & CONCLUSIONS

Digital marketing should be systematically and strategically integrated into all levels of the marketing concept in order to achieve optimal use of the existing opportunities. The definition of target groups and the choice of an optimal approach are decisive factors for success in online marketing. Without targeted communication, the success potential of an actually well-implemented sporting event may not be fully exploited.

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3.2 Micro-Influencers and their potential for sports tourism events

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Key words: SOCIAL MEDIA MARKETING, INSTAGRAM, DIGITAL INFLUENCERS, AUTHENTICITY

INTRODUCTION

Influencer marketing is one of the most discussed trends. Influencer with many followers already earn a lot of money with their social media channels, but with increasing professionalization, many campaigns are showing decreasing authenticity. For this reason, the presentation deals with the possibilities of influencers with small number of followers for the promotion of (local) sporting tourism events.

MATERIAL AND METHODS

A literature analysis was used to look at the advantages and limitations of influencers with few followers on Instagram. Furthermore, a guideline for the cooperation with Micro-Influencers is included in the presentation.

RESULTS

Micro-Influencers are opinion leaders with a small number of followers and a close relationship with their audience, who express themselves in a personal way (Chen, 2016). They tend to focus on more specific topics and niches (Khamis et al., 2017). While Macro-Influencers, e.g. celebrities are usually less social than the Micro-Influencers (Kay et al., 2020). Studies show that the biggest barriers to following an influencer are the lack of interest and the view that influencers are a form of advertising. Non-followers believe that influencers give a false picture of reality and are not authentic (LinkiLike, 2020).

DISCUSSION & CONCLUSIONS

Influencers are a good way to promote events, although the number of followers is not the decisive factor. It is much more important to know the target group exactly and thus to advertise authentically. Influencers appear more credible in their recommendations the less frequently they appear. Well-chosen Micro-Influencers are therefore a very good way to achieve a large advertising effect with a small amount of money.

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3.3 Promoting the North Sea Coast Area in Egypt through sports marketing

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Key words: SPORT MARKETING, NORTH COAST, STADIUM, MARINE, TOURIST ACTIVITIES, SUSTAINABLE TOURISM

INTRODUCTION

Despite the natural beauty of the North Coast area and its richness of activities, yet still it did not gain the suitable reputation as a tourist area. The North Sea Coast, is an area located in Egypt. It is known as “El Saheil”. It is about 1,050 km (650 mi) along the Mediterranean Sea (Egyptian Tourism Authority, 2017). Along this shore plenty of five star hotels, luxurious resorts and villas are located; waiting to accommodate tourists who seek to travel and enjoy recreation, relaxation and practice favourite water sports. As well as marine tourism in the city of El Alamine resort area. In addition to a huge football (soccer) stadium called “Borg El Arab Stadium”. It is the largest stadium in Egypt and the second largest in Africa.

MATERIAL AND METHODS

The paper outlines theoretical and managerial implications of promoting such area, placing it along the main Egyptian touristic map.

DISCUSSION & CONCLUSIONS

Using sport marketing, this area can be highlighted and promoted, Mohamed Salah is an Egyptian professional footballer who plays as a forward for Premier League Club Liverpool in England. With this reputation, Mohamed Salah can act as an icon to market the stadium and the tourist area of the North coast. Benchmarking with Barcelona city and Madrid city in Spain. A museum can be constructed containing pictures and personal possessions.

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3.4 Applications of ICT as a boon in sports: Glimpses from India

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Key words: INFORMATION AND COMMUNICATION TECHNOLOGY

INTRODUCTION

In the era of digitalization, the information and communications technology (ICT) has become a lifeline of the residents of global village. Varieties of technological tools have brought revolutions in administration and organizing sports.

MATERIAL AND METHODS

The objective of the paper is to understand following issues (1) What is ICT and what is the importance of ICT in sports? (2) What extent it has been able to prove its effectiveness in organising sports? (3) How it has become a tool of equality in the eyes of poor person? (4) What are the limitations of ICT in Sports?

RESULTS

It is true that every technology has its limitations. ICT has to improve accessibility and the value of education to the expanding digital environment in sports. For this purpose the tools of good quality are to be procured.

DISCUSSION & CONCLUSIONS

Although, Information Technology in Sports has established scientific discipline, research activities, improve learning and coaching, bio-mechanical analysis and field research have evolved than also we cannot remove our traditional, manual/referee system. Any technology cannot replace our human power; rather it is helpful in managing our human capital.

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3.5 Marketing campaigns in resorts and hotels for some sport activities

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Key words: SPORTS TOURISM, MARKETING, SPEEDBALL, PARTICIPATION, PROFIT

INTRODUCTION

The main purpose of this research paper is to understand what is sports tourism, the main factors that influence sports tourism and the benefits of it.

RESULTS

There is some unknown sport that are not well widespread for tourists in Egypt such as speedball, which can be inserted in hotels and resort they stayed in.

DISCUSSION & CONCLUSIONS

So, we can increase the four main categories of sport marketing objectives (participation, performance, promotion and profit), Also many skills could be gained with its practice for the player, like: team building skills, improved flexibility, speed, agility, balance and endurance, it improved reflex actions, cognitive abilities, tactical thinking and the eye with arms coordination. The researcher recommended the necessity of spreading this sport and work to include it because it can be practiced easily as it has a lot of advantages.

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SESSION 4

INTERNATIONAL COMPETITIONS AND WORLD SPORTS EVENTS



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|-----|--|
| 4.1 | Olympic Games in Tokyo 2021: Experiences of the Egyptian national team for rhythmic gymnastics
<i>Sarah Ismail Sakr</i> |
| 4.2 | Egyptian National Amputee Football Team: A chance for more acceptance of disabled people in recreational sports?
<i>Khaled Hafeez</i> |
| 4.3 | Sport events and local impacts
<i>Sarah El Beih</i> |
| 4.4 | Studying the impact of film festivals on the Egyptian destination and its opportunities with sports tourism: The case of El-Gouna Film Festival
<i>Passant Abdellatif</i> |

4.1 Olympic Games in Tokyo 2021: Experiences of the Egyptian national team for rhythmic gymnastics

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Key words: OLYMPIC GAMES 2020, CORONA PANDEMIC, INTERNATIONAL COMPETITION, SPORT EVENT

INTRODUCTION

There has never been anything like the 2020 Summer Games of 2021 in Tokyo. The postponement was a strange feat. And the staging just one year later was also basically about the coronavirus - with consequences for the Egyptian national team for rhythmic gymnastics, which was competing at the Olympic Games for the first time.

MATERIAL AND METHODS

Personal experiences of the team will be shared and discussed.

RESULTS

The Corona virus already played a big role in the preparations. In the meantime, training could only take place online. The Corona pandemic also prevented the team from participating in international tournaments. The team only participated in the World Cup in Azerbaijan in March 2021. This increased their anxiety and stress as they had not participated in enough international competitions before their participation in the biggest international sporting event, the Tokyo 2020 Olympic Games. Added to this was the constant worry that gymnasts would become infected and performance would suffer.

Also during the Games, many things were different: masks were compulsory throughout, safety distances, constant tests, separation walls and the request to participants to leave the Olympic Village as soon as possible after their mission. The situation and atmosphere in Tokyo was a bit curious as it was the first time that there were no fans in the stadiums at a major sporting event like the Olympics, but this circumstance was an advantage for the Egyptian gymnasts as it was reassuring and comfortable and helped to reduce their stress and anxiety, which helped them to achieve a high level of technical performance.

The situation was also much different for the participating official missions, as they were stayed in the closed bubble to avoid the spread of the disease.

DISCUSSION & CONCLUSIONS

It was foreseeable that these Olympic Games would be different from all previous ones. Direct interaction and participation lagged behind the protection against infection. Nevertheless, it was possible to realise a sporting mega event despite the circumstances. For the Egyptian national team, this resulted in advantages and disadvantages, but finally it was also an unforgettable sporting experience.

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4.2 Egyptian National Amputee Football Team: A chance for more acceptance of disabled people in recreational sports?

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Key words: CRUTCHES FOOTBALL, DISABILITY SPORT, AMPUTEE LEAGUE

INTRODUCTION

An amputation does not prevent you from being physically active or doing sports. Only adaptations in the way are required. Amputee football is a disability sport in which teams consist of leg amputee field players with forearm crutches and without prostheses, as well as an arm amputee goalkeeper. Egypt recently started to have its own national team for amputee football.

MATERIAL AND METHODS

The presentation provides insight into the experiences, hurdles and previous successes of founding a team based on the personal experiences of the founding members and football players and discusses opportunities for amateur sport.

RESULTS

Egypt is one of the few Arab countries with a national amputee football team. A 14-member squad was selected from 150 players for the African Cup of Nations for Amputee Football, which starts on 26 November in Tanzania. The team's goal is to win the cup to increase their chances of participating in the World Cup in Turkey, as well as to form their own league upon their return. The amputee football team also receives the support of the country's Ministry of Youth and Sports.

DISCUSSION & CONCLUSIONS

Participation in large international sporting events, such as "African Cup of Nations for Amputee Football" or the "Amputee Football World Cup" increases media attention for disabled players. It can be assumed that there are more than 150 amputee players in Egypt who want to play football and for whom new opportunities are created in the long term through wider publicity. In addition, the role model function of the national team can encourage amputees who have not played so far to take up this sport. Social interaction among amputee children, youth and adults through recreational and competitive programmes in amputee football could thus increase and lead to significantly more self-confidence.

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4.3 Sport events and local impacts

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Key words: EGYPT, SPORT TOURISM, SOCIAL IMPACT, ECONOMIC IMPACT, SUSTAINABILITY

INTRODUCTION

Sports tourism is a strong growing sector of the global tourism industry around to 7.68 Billion USD (Kapoor, 2021). Different sizes and kinds of Sport events by destinations can attract tourists as participants or spectators (Maglovska, 2020). Significant role can be played by sport events to generating tourism activity, carrying positive both social and economic benefits for communities (Solberg & Preuss, 2007). The benefits of sport events enlarge tourism businesses (Carneiro et al., 2016) as most of local impacts of sport event encourages tourists to visit the area, creates economic growth through tourists booking hotel rooms, eating in restaurants and opening money in local shops, helps to create exposure and enhances a positive image for the local community, many sports tourism infrastructures and facilities can be reinvested (Morgan, 2007). Also media can promote destinations, sport events can improve overall tourist numbers and create jobs for local people (Gratton et al., 2006). Egypt is known for centered geographic location – ease of travel 4 hours from central Europe, Great Waterfronts & Forecast and Moderate temperature all year round with a very special events; board sports as wakeboard & kite surf, tennis, ironman and other sports that add economic and social impact. That with new governmental strategy to attract more traffic on event, gain more views and followers on social media, attract more media coverage (Samuel & Sarprasatha, 2015).

DISCUSSION & CONCLUSIONS

Sport events returns is normally the biggest percentage of the economic impact of any sport event, which includes food, accommodation and beverage, and some other outgoings. Also main event revenues from ticket price, sponsorships, and venue shops, for the largest events, television rights and hosting international sport tournaments is not only good for tourism but also good for cultural relations, Egypt place in the world, and positive community change. Sporting events in Egypt can be planned on socially, environmentally sustainable, economic impact can be increased by pinpointing on different community's sport strengths and increasing the mass and number of existing events.

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4.4 Studying the impact of film festivals on the Egyptian destination and its opportunities with sports tourism: The case of El-Gouna Film Festival

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Key words: EVENT TOURISM, SPORT TOURISM, FESTIVALS, ACTIVITIES, LOCALS, AUTHENTICITY

INTRODUCTION

Event tourism is one of the youngest but also the most promising forms of tourism. Film festivals have become major contributors to a number of local economies (Steinhart, 2006). The last decade has witnessed an explosion of interest in film festivals (Halle, 2010). Egypt has enjoyed a strong cinematic presence since the art of film making was first developed and has a long list of awards and festivals held through the years from which is El-Gouna Film Festival (GFF) (Hubert Bals Fund, 2013). The mission of GFF is to showcase the wide variety of films to connect filmmakers from the region with their international counterparts in the spirit of cooperation and cultural exchange (ElGouna Film Festival, 2020). A vast event like GFF can be a great opportunity to enthuse and spread the awareness of sports tourism through different participations.

DISCUSSION & CONCLUSIONS

During the festival features an array of special events, the festival can host numerous opportunities to connect with enthusiastic new audiences, filmmakers, industry professionals, and the media and takes the chance to promote sports tourism through its different activities (skiing, biking, etc.). Also, mini tournaments between actors and special guests can be made within the festival days to encourage the other attendees and locals at home. A special platform for movies which share interest of sports and activities can be highlighted. This can lead to major understanding of the role of sport in modern family life, health, and wellbeing awareness, and could raise discussions to interesting topics, such as women's experiences in sport tourism in Egypt. As a total, it would indeed be the easiest way to spread the concept of sports tourism in Egypt.

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SESSION 5

INNOVATIVE SPORTS TOURISM PROJECTS



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| 5.1 | Crowdfunding as a financing instrument for sport in difficult times – An analysis of crowdfunding projects in Germany during the COVID-19 pandemic
<i>Marlies Brunner, Alexander Hodeck, Jacqueline Tuchel, Luisa Hente</i> |
| 5.2 | VeryNile: Cleaning the Nile through diverse projects to reach different audiences
<i>Mostafa Habib</i> |
| 5.3 | Creating a new area of sport activities for everyone – The case of run4balance parc Eibenstock
<i>Reinhard Klöppel, Alexander Hodeck</i> |
| 5.4 | Kids athletics and its role in sport tourism's development
<i>Fatma Sayed</i> |

5.1 Crowdfunding as a financing instrument for sport in difficult times – An analysis of crowdfunding projects in Germany during the COVID-19 pandemic

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Key words: COVID-19, CROWDFUNDING, FINANCING

INTRODUCTION

The 2019 Corona virus (COVID-19) has kept the world on tenterhooks for more than a year. For several years, crowdfunding has been discussed as a promising alternative form of financing also for sports organisations, such as sports clubs (Kempf & Suter, 2016). The aim of this paper is to investigate whether crowdfunding is suitable for sports organizations in Germany in times of crisis and beyond.

MATERIAL AND METHODS

Projects from three crowdfunding platforms that were active between 23.03.2020 and 05.05.2020 and explicitly named "Corona" as the reason for the initiative were analysed. These were evaluated in terms of the title of the call, their financial objective, their content and other aspects such as rewards and success. In order to get a more detailed picture regarding the procedure and the exact implementation, three interviews were also conducted within the framework of guided telephone interviews.

RESULTS

Of the 24 projects examined, 23 reached the targeted funding amount and could thus be implemented. The average funding amount was €20,249.32 and thus 128.74%. Motives of the initiators as well as opportunities and risks of crowdfunding could be revealed in depth through the qualitative survey. Overall, it can be seen that the initiators were successful in using crowdfunding. While classic financing instruments are often difficult to access for sports organisations (Volkman et al., 2019), crowdfunding seems to be a sensible financing alternative even in times of crisis. Due to the methodology, the study can only provide initial food for thought, which should be supported by further research.

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5.2 VeryNile: Cleaning the Nile through diverse projects to reach different audiences

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Key words: RECYCLING ACTIVITIES, SUSTAINABLE EVENTS, CLEANING EVENTS

INTRODUCTION

In the last decade, the amount of plastic in the oceans has continued to increase. More than 8 million tonnes of it end up in the ocean every year. 88-95 % of all plastic in rivers comes from just 10 rivers - one of these is the Nile (World Economic Forum, 2018). VeryNile takes concrete action to eliminate waste from the Nile and raises awareness of environmental protection through numerous activities and meaningful public engagement.

RESULTS

VeryNile believes in diversifying projects to reach different audiences. The company work with the local community of the Island Qursaya and organize painting events and workshops for the youth to involve the community. Also volunteers are included in cleaning activities through one day events. VeryNile also believe in the power of creative content. In 2020 a short awareness-raising video was created which highlighted the dangers of single-use plastic bags to the environment and marine life in particular.

In addition to ecological goals, social goals are explicitly pursued. For example, in return for cleaning the Nile, fishermen receive a financial incentive (per kilogram of waste collected), social insurance and benefits (access to education and health services), and environmental workshops and training. Furthermore, women on Qursayah Island participate in upcycling and offer workshops on this. This project enables these women to advocate for environmental protection by transforming recycled plastic bags into unique products that they have designed and made using the skills they have learned and acquired (<http://www.verynile.org>).

DISCUSSION & CONCLUSIONS

VeryNile works to develop sustainable measures to clean the Nile, recycle and upcycle solid waste through partnerships with local stakeholders, and reduce the use of single-use plastic and water pollution. They address different target groups on numerous levels to reduce plastic and protect the environment. Involving partners and organising cleaning and upcycling events further raises awareness.

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5.3 Creating a new area of sport activities for everyone – The case of run4balance parc Eibenstock

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Key words: OUTDOOR ACTIVITY, FUNDING, RUN4BALANCE

INTRODUCTION

Demographic change influences both organized and self-organized sport in Germany. According to this, organized sport in the age group between 41 and 60 has consistently increased since 2000 (Blessing-Kapelke et al., 2007). Older people over 60 years of age also show stable growth rates (Klostermann & Nagel 2011). Therefore new areas for sport activities for the whole lifetime are needed. This article deals with the planning and realizing of an open area for sport activities for everyone. By explaining risks and opportunities ideas for upcoming projects should be developed.

MATERIAL AND METHODS

In a case study report the different stages of the project management starting from the first idea, through financing and finally construction are explained and discussed. Critically all activities are documented and analyzed. Finally, an evaluation of the project will lead to suggestions for forthcoming projects.

RESULTS

The project planning started in the end of 2020 and was planned in 2021. The final construction will follow in 2022 (until September 2022). The project will cost about 110.000,00€ and will be financed by the European Union and a non-profit organization (Run4Balance e.V.) supported by the city of Eibenstock. The parc consisting of 10 activity elements in wooden area in the city of Eibentsock will be open to everyone (inhabitants as well as tourists). The Non-profit organization will organize official trainings and clean up the area. From previous projects it is known that the area will be used by a huge number of active persons in all ages.

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5.4 Kids athletics and its role in sport tourism's development

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Key words: ATHLETICS FESTIVAL, KIDS COMPETITION, CHILDREN SPORTS ACTIVITIES

INTRODUCTION

Under the current circumstances that we have been living in for two consecutive years of suffering and anxiety in every climate of life, as a result of the outbreak of the Coronavirus, which left its negative effects on the world and on the child alike, which led to the frequent use of technology and communication with the lack of sports activity that made the child isolated. It also led to exposure to some psychological and social problems. It also had its economic impact on sports, which was severely damaged, with the decline of sports activities. Since the outbreak of this virus, this situation is of great concern to the world. Sports jobs were disrupted, and the postponement of sports events had a significant negative impact on sports tourism.

MATERIAL AND METHODS

Which made there an impetus to organize a Kids athletics festival for (6:8), (9:11), (12:14) years old, as its competitions are characterized by the nature of fun and pleasure by bringing tourists and individuals from different regions in order to participate or enjoy watching these games. To be held in the most attractive places for tourists. Such as Safaga Marathon and the Luxor Marathon, an athletics festival for children is announced and includes competitions.

DISCUSSION & CONCLUSIONS

Where sports tourism is one of the effective and important means in promoting the Egyptian tourist destination, and despite the fact that Egypt has a strong infrastructure that qualifies it to host many international and continental events and tournaments, it is not optimally exploited. Therefore, I recommended attention should be paid to setting a timetable for holding a Kids athletics festival and publishing it in the most attractive cities for tourists, as well as ways to follow up and evaluate the implementation of the program. The exchange of cooperation between the International Athletics Federation and the tourism sector in order to raise the level of children's athletics, which contributes to revitalizing the tourism movement in general and sports tourism in particular.

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SESSION 6

QUALIFICATION AND DEVELOPMENT IN SPORTS TOURISM



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|-----|---|
| 6.1 | Health literacy as an important aspect of qualification in sports and tourism management courses
<i>Christine von Reibnitz</i> |
| 6.2 | The reality of sports tourism and its impact on Helwan University
<i>Esra Yasser</i> |
| 6.3 | The present and future of sport tourism in state of Kuwait
<i>Khalifa Behbehani</i> |
| 6.4 | The elements of achieving sustainable development of sports tourism in the Arab Republic of Egypt
<i>Esraa Magdy Mahmoud</i> |

6.1 Health literacy as an important aspect of qualification in sports and tourism management courses

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Key words: HEALTH COMPETENCE, HEALTH SKILLS, SPORTS TOURISM MANAGEMENT, SPORTS TOURISM PROGRAMME

INTRODUCTION

The overall goal of the qualification of sports tourism managers for the implementation of qualitatively secured health-oriented offers requires scientifically founded knowledge in relation to individual and society-related health literacy. Understanding of health in the context of the individual life references and the conscious argument with the respective life everyday situation should be bases in the qualification at universities. Sports tourism can make a variety of health-promoting contributions from a social perspective (Paakkari et al., 2017). The focus here is not only on primary prevention, i.e. preventing the occurrence of illnesses, but also on developing lasting health literacy (von Reibnitz & Sonntag, 2021b).

DISCUSSION & CONCLUSIONS

Health literacy is context-specific. Individual observed health behavior, e.g. the use of health information and services, is an expression of the interplay between individual abilities and skills and the demands or complexity of the social and natural environment (von Reibnitz & Sonntag, 2021a; Nutbeam, 2000). Sports tourism plays here a special role in the development and promotion of health literacy.

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6.2 The reality of sports tourism and its impact on Helwan University

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Key words: SPORTS, TOURISM, SPORTS TOURISM, STUDENTS, UNIVERSITY

INTRODUCTION

Nowadays activity is a very important factor but only few make a use of it. They choose from many active forms. It can have an impact on e.g., well-being, health, physical condition or how we spend our free time. They often choose sport or tourism activity.

People were more interested in doing sport and tourism through the development of many active forms of sport or tourism. More and more people notice the benefits of a certain activity. They travel more to see new places, but they also choose to spend their free time actively. Students have a big interest in activity forms of tourism, sport and recreation.

We will discuss the most popular forms that are chosen by students and limitations occurring when doing sport or tourism. Also, the time they spend on sport and tourism activity as well as with whom they spend that time with.

MATERIAL AND METHODS

The diagnostic survey method was used in this work. The main tool was a questionnaire that contained 17 closed questions, including topics like time spent on various forms of sport or tourism, places that especially affect the motivation for a choice of an activity and company during sports. A total of 150 students of the Faculty of Physical Education at Helwan University Cairo (64% women, 36% men; 19-25 years) were surveyed.

RESULTS

70.7 % of the surveyed students are involved in sports. Almost half of them (48.7%) spend between one and five hours per week on sports. 36% spend more and 15.3% less time on it. The main motives for choosing a sport activity are well-being and health (71.3%) as well as improving physical fitness (70%). Other important motives are spending free time actively (50%), recreation (38%) and losing weight (24%).

DISCUSSION & CONCLUSIONS

Interest in sport, tourism and recreational activity has increased over the years. It can be observed on dynamically developing more and newer forms of movement, development on the accommodation base for tourists and development of sport centers.

The interest in sport activity was shown as well as its different forms and how often students practice them, what benefits sport or tourism activity gives them and how often they can do it during the week without any factors limiting them.

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6.3 The present and future of sport tourism in state of Kuwait

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Key words: TOURISM DEVELOPMENT, RECREATIONAL SPORT, TOURISM ACTIVITIES, RECREATIONAL PARTICIPATION

INTRODUCTION

The modern state of Kuwait has expanded rapidly in population, and economic development paralleling worldwide expansion of active participation in recreational sport and tourism activities. The oil boom has brought leisure-based activities to wide sector of Kuwait society, including women. Previously primary roles of Kuwait people were survival and occupational skills linked with desert and the sea.

This presentation focuses on development of sport tourism and factors affecting recreational participation by Kuwaiti people, and the role of government directing these activities at present time and future.

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6.4 The elements of achieving sustainable development of sports tourism in the Arab Republic of Egypt

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INTRODUCTION

Therefore, achieving sustainable development in the field of sports tourism is one of the necessities that have imposed itself on the scene, and in light of Egypt's vision (2030), which stressed the importance of achieving sustainable development in all sectors. Therefore, all those working in the field of sports tourism must pay attention to achieving sustainable development for them, in order to ensure that benefit is achieved for all generations in the present and the future without waste or depletion of basic resources and their infrastructure.

MATERIAL AND METHODS

The research community included officials and those concerned with tourism and sports tourism at the Ministry of Youth and Sports, the Ministry of Tourism, and the General Authority for the Promotion of Tourism, in addition to faculty members at the colleges of sports education for boys and girls, and the Faculty of Tourism and Hotels. To collect data through the analysis of documents and records and through questionnaire forms.

RESULTS

Improving Egypt's image of the political and social conditions of the country, Excluding unqualified workers working in the field of sports tourism, Encouraging individuals to establish sports tourism projects, Establishing a private bank to finance sports tourism projects, Facilitating the electronic procedures necessary for the travel of sports tourists inside and outside the country, Relying on technology in promoting sports activities and encouraging sports tourism.

DISCUSSION & CONCLUSIONS

Work to increase the level of safety for sports tourists, Designing an investment map to attract investors to tourist attractions, The enactment of laws regulating commercial transactions between tourism companies, Use the information network to raise awareness of sports tourism activities in the country, Elimination of environmental pollution of all kinds, Paying attention to the level of cleanliness of tourist sports facilities, Improving the mental image of sports tourists about the quality of services provided.

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