

Sport tourism in Egypt Opportunities and Challenges

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Introduction

Sport tourism is a pattern known in Egypt since ancient times since the days of the Pharaonic and Roman civilizations. As is clear and recorded on the walls of temples and ancient papyri, where she was held competitions attended by nobles and princes and kings and the general public in the running, arms and equestrian fencing and wrestling, However, the interest in sports tourism as a modern tourist style began in the sixties of the last century, where the word sports tourism began to emerge in the late sixties to describe patterns linked to tourist sports events, The tourist countries began in the attention to demonstrable from many economic benefits to host countries, and tourist destination began to establish international council for Sport tourism on 1990 to promote and taking care of it events and marketing it and develop the research related to it and associated services.

Sports tourism consider the focus of attention of tourist destinations because of its growth is on the rise, As well as the economic returns generated from sport tourism, which arrived according to estimated by the World Travel and Tourism to \$ 45 billion.

Sport tourism aims to satisfy the desires of tourists to practice their favorite sport, but not limited to the practice of sports activity tourist himself, but also watches and enjoys some international sporting events such as football games and Olympics and the presence of global and regional festivals.

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And the Islamic religion commands us to preserve the soul and the mind and tells us that a strong believer is better and more beloved to Allah than the weak believer and call for sport and recreation and building a healthy body does not let him idle "Teach your children archery, swimming and horse riding."

Aim of the Study

The study aims to:

1. Evaluate and analysis of sports tourism in Egypt as one of the growing tourism patterns.
2. Studying and analyzing of impediments to sports tourism in Egypt.
3. Studying the possibilities of Egypt for sports tourism development and promote its demand.

Importance of the Study

The importance of the study given to the following points:

1. The growing importance of tourism to the national economy of Egypt, where the revenue n of Egypt in 2008 (8) billion dollars (Ministry of Tourism).
2. The importance of access to research findings shed light on Sport tourism; including sports may help decision-makers in the development of this type of tourism and propose new foundations for development, which in turn leads to maximize the economic impact of the tourism industry.
3. Limited research and studies that have been the subject field of study, where it in spite of the growing research in the field of tourism, However, there are still shortage on the subject of sports tourism, There is also a limited activity in the literature on the identification of models and frameworks sports tourism and how to develop it, Perhaps the limited research and due to recent studies this pattern as well as the difficulty of identifying many of tourist patterns and separated from each other.

Hypotheses of the Study

The study is based on test three hypotheses:

1. Egypt has elements of sports tourism.
2. The development of the sports tourism in Egypt and promote it will work to diversify the tourism product and attracting Egyptian slice capacity of high spend.
3. The infrastructure in Egypt qualifies it for the development of sports tourism.

Methodology of the Study

The methodology of the study will include: (1) Descriptive analytical approach, (2) Deductive approach, (3) The case study method, (4) statistical software Spss to analyze the data and get the results.

Population of the Study

The survey which has been made, was distributed to the work of Egyptian tourism companies category (a) where it is in according to the governing laws the work of Egyptian tourism, the organization of tourism programs is limited only to tourism companies category (a), Where they are in according to the Law No. 38 for the year 1977 is concerned with the organization of tourist trips collective and individual inside and outside Egypt according to specific programs, and the implementation of the related transfer and the establishment and follow her services and the sale or exchange tickets and facilitate the transfer of luggage and booking places on the various means of transportation and the Airlines and shipping and other transport companies, as well as transport tourists by land transport, sea and air and river.

Based on this, population of the study has been the tourism companies category (a), which numbered in 2006 about 970 tourist company (Ministry of Tourism), has been focusing on tourism companies governorates of Cairo, Giza due to focus most of the tourist companies with them where there are 590 tourist company representing 60.8% of tourism companies in Egypt.

The study relied on a random sample of tourism companies category (a) of 50 companies and for the little time for study and represent a sample of 5.1% of the size of the total community of 970 tourist company category (a) and about 8.4% of the companies Cairo and Giza, has been collecting data sample using special questionnaire design study.

Determinants of the study

To study the determinants of place and time parameters are as follows:

First place determinants: where the field study was limited to tourism companies category (a) in Cairo and Giza because they are the two provinces, which are concentrated by the largest percentage of Egyptian tourism companies 60.8%.

Second time determinants: field study, where it was during the months of November and December 2012.

Tour operators and sports tourism

Sport tourism plays a major role in stimulating tour operators on the organization of tourist programs, according to estimates by the World Tourism Organization, tourism companies and directed about 25% of the total volume of world tourism in 2000, This means that in 2000, tourism companies organized about 175 million international tourist trips, and therefore the success of many tourist destinations depend on the inclusion of foreign tour operators for them in their tourism programs (Nevenka,2007,p. 481), The Smith & Jenner identified the role of sports tourism as a incentive for tour operators as follows:

Table (1): Sports Tourism as an Incentive for Tour Operators

Country	Percentage %
Switzerland	56%
Cyprus	52%
Scotland	21%
British	14%
Germany	10%
Sweden	8.4%

Source: Smith, C. P. and Jenner, P. (1990), *Travel and tourism Analyst: Activity Holidays in Europe*, London, and Mintel.

Based on what mentioned in the previous table shows that sports tourism play a major role in stimulating tour operators in organizing tourist programs for the purposes of tourism, which will benefit and interest on the tourist destinations of interest to sports tourism.

Sport tourism in the developed tourism destination achieve economic, Where Collins & Jackson, 1999) identified United Kingdom gains of sports tourism that it amounted to 2611 million pounds (equivalent to 28721 million Egyptian pounds), from tourism activities for local tourists achieved about 1640 million pounds and 142 million pounds of foreign tourists spending on sports tourism, and check the rest of about 831 pounds of sports activities and sporting events in one day.

(Getz, 2003) has identified six reasons for the attention of States for sports tourism, namely:

1. To attract more tourists to the region.
2. To attract more tourists in the off-season time.
3. To attract the media and the promotion of the area.
4. To add life and entertainment of existing services.
5. To encourage return visitors.
6. To create the kind of excitement and gravity.

This reasons enough to increase the number of tourists to the area sporting event.

Sport Tourism in Egypt (Case Study)

Egypt can be a good destination and an arena for sports tourism, It has a lot of ingredients that by investing it can be exploited to become among the areas with tourist attraction that pulls or like, The estimated size of the tourism demand, according to data of the European Union to Egypt about 70,000 tourists, representing less than 1% of the total demand for tourism to Egypt, Which calls for the need for promotion and developing it (Sisi, 2001, p 41). Egypt has focused on represented by the Ministry of Tourism and some stakeholders tourism sports as the most important types of tourism and modern accorded special attention by providing the necessary facilities to practice different kinds of sports especially that Egypt enjoys a mild climate suitable to practice all kinds of sports throughout the year.

Analysis of the Strengths, Weaknesses, Opportunities and Threats of Sports Tourism in Egypt

If it has been make an analysis of the strengths, weaknesses, opportunities and threats SWOT Analysis of sports tourism in Egypt, it is clear that:

Strengths

1. Egypt location, which mediates the countries of the world and its moderated climate.
2. The availability of the elements of sports tourism such as beaches and temperate climate and warm water, mountains, lakes and the River Nile.
3. The presence of a strong foundation for the development of tourism in Egypt represented in the tourism and hotel rooms and tourism and transport companies.
4. Peace and security situation in Egypt and friendly relations with various countries around the world.
5. Political attention to the sport and the establishing a national council for sport.

Weakness

1. Poor infrastructure in Egypt represented in the network of roads and transportation, electricity and sanitation, which does not bear heavy tourism associated with sporting events.
2. The lack of a database so far in Egypt showing the actual size of the sports tourism in Egypt.
3. Lack of awareness of tourism in a large proportion of the community, especially in area which is far from the traditional elements of attractions.
4. Reduction in the number of companies interested in sports festivals and sports tourism programs.
5. Most tourist governmental and private investments are only for other patterns than sports such as entertainment.
6. Most hotel investment focus in certain areas mostly distant from the local population congestion places such as the governorates of South Sinai and the Red Sea.

Opportunities

1. Sport tourism is a new tourist pattern which have not yet absorbed by the market.
2. Egypt has elements of sports tourism to enable it to acquire a reasonable share of the sports tourism due to its diverse capabilities and its proximity to the tourist markets such as the European Union countries.
3. Significant investment activity, especially in the field of sports tourism, such as the contract that was signed with the Emirates Company to create the largest sports complex north of Hurghada.

Challenges and Threats

1. Overpopulation and the pressure posed by the infrastructure facilities in Egypt, such as roads, transport, electricity, which reduces the results of the efforts of the State in development.
2. Tensions in the region, such as the Israeli-Palestinian conflict and the Arab-Israeli conflict in Iran with the United States and Israel.
3. The existence of competition from the many tourist destinations that seek to increase their share of the sports tourism such as Greece, Cyprus and the United Arab Emirates.
4. The successive crises that affect the tourism sector, such as the global financial crisis and its impact on global demand for tourism, including sports tourism.

Results of the Field Study

The authors have made a questionnaire which has been distributed to Egyptian companies tourism category (a) where that according to Egyptian laws governing the work of tourism, the organization of tourism programs is limited only to tourism companies category (a), where they are in according to the Law No. 38 for the year 1977 is concerned with the organization of tourist trips collective and individual inside and outside Egypt according to specific programs. And the implementation of the related transfer and the establishment and follow her services and the sale or exchange tickets and facilitate the transfer of luggage and booking places on the various means of transportation and the Agency for airlines and shipping companies and other transportation, as well as transport tourists by means of land transport, sea and air and river.

Based on the recalled confined population of the study on the tourism companies category (a), which numbered in 2006 about 970 tourist company (Ministry of Tourism), has been focusing on tourism companies governorates of Cairo, Giza due to focus most of the tourist companies with them where there are 590 tourist company representing 60.8% of tourism companies in Egypt.

The study relied on a random sample of tourism companies category (a) of 50 companies and so because of the little time for study, a sample represent 5.1% of the size of the community total of 970 tourist company category (a) and about 8.4% of the companies Cairo and Giza, and data has been collected by designing special questionnaire related the study.

After making a preliminary study of the questionnaire, it found to be valid for the collection of scientific material; number of 50 forms was distributed and after the collection and analysis of the forms it found the following:

- A large Percentage of Tourism companies, about 45% do not know the concept of sports tourism in a clear and specific.
- 99% of tourism companies do not develop and put sports tourism in their tourist programs as independent programs so as to concentrate of sports tourism in Egypt on a small number, where Egypt until now did hosts a popular sports tournaments, all the tournaments that take place on its territory are the type of tournaments that are not appealing to a large segment of viewers and fans such as squash and Rally of the Pharaohs and tennis.
- 78% of the tour companies under study willing to develop and put sports tourism in the programs if the country has hosted the Olympic Games or international tournaments.
- Most tour companies about 86% see that there are a lot of obstacles to the growth of sports tourism in Egypt, such as poor infrastructure, poor transportation and concentrate accommodation in certain places, such as the governorates of South Sinai and the Red Sea and Cairo without other provinces, and a problem of traffic congestion in Cairo which consider a big problem, especially With hosting tournaments or major sporting events.
- About 66% of the tourist companies under study see that Egypt has elements of sports tourism, such as climate, sea and beaches, the sun and the soft sand and prime location and security.

- 65% of the Egyptian tourism companies see that the Ministry of Tourism and the Egyptian government did not develop and put sports tourism in mind yet.
- 77% of companies see that the private sector can promote sports tourism if he had the opportunity through franchising and supply information and data about sports and tourism tax and customs exemptions.
- The biggest problems of tourism companies for sports tourism is the problem of traffic and traffic congestion and the problem of security, riot and security associated with tourist groups and the problem of inefficient infrastructure in Egypt.

Summary of the Study

After having with the concept of sports tourism and through field study carried out by the team found that Egypt enjoys the components of tourism and sports, which qualifies them to increase their share of the tourism, But it has a lot of obstacles such as lack of infrastructure to accommodate sporting events large and the poor condition of transportation as well as the prevalence of a kind of mistrust and a sense of security, especially in light atmosphere of tension and terror that overcame him the Egyptian government and with the help of popular rejects terrorism and resist and renounce violence and extremism.

In the end, the study concluded some recommendations that could contribute to the development of sports tourism style pattern promising tourist if the exploitation of its components and support from the government and the private sector.

Recommendations

- Coordination between the agencies and organizations responsible for the provision of services (companies Organization for occasions sports, hotels, restaurants, and the local community, and the government) in order to promote cooperation and exit format common to enable them to exploit tourism opportunities available and make good use of the available resources to ensure quality.
- Strengthening the infrastructure and provide the ingredients for activities and sports in tourist attractions.
- Improving Infrastructure services such as water, electricity and telecommunications.

- The need to control the diving clubs, water sports and follow-up and improve the level of service provided to tourists with regard to the areas of water activities.
- The necessity of the Ministry of Tourism of development for sports tourism and the exploitation of Egypt's hosting of the International Championships in various games to promote tourism and support its growth as sponsoring ministry more than one occasion tourist sports reach the most important and listed on the international federations about 15 suitable variety in various sports, and innovation festivals new sports and promotion and marketing locally, regionally and internationally.
- Organizing tours for foreign tour operators to familiarize them with the components and capabilities of Egypt in the field of sports tourism.
- Take attention for investors to viable areas such as sports tourism Siwa, Fayoum and New Valley.
- Make to reduce the prices of internal transport and improve the level of liquidity to work on traffic and stimulate domestic tourism Sports.
- That the ministry in conjunction with the National Council for the sport to study to competitors to see how to exploit the elements of sports tourism and how marketing and promotion, and therefore start from where others finish.
- Coordination between the agencies and organizations which responsible for the provision of services (companies Organization for occasions sports, hotels, restaurants, and the local community, and the government) in order to promote cooperation and exit format common to enable them to exploit tourism opportunities available and make good use of the available resources to ensure quality.
- Marketing of sports tourism services by combining more than one product to sell at a particular price programs such as the integration of cultural tourism, sports tourism programs or merge eco-tourism and medical tourism with sports tourism programs to create a program of comprehensive and integrated tourist.
- Preserving elements of attractions in tourist sites, because attract tourists to these areas depends on the climate, natural or history or any other factor characteristic of the tourist area.
- Study of the domestic, Arab and international tourism market, to identify the requirements of the tourists in the field of sports tourism to secure him.
- Simplification of customs procedures for goods needed by tourists or goods needed by the devices in hotels and furniture ... Etc... This in turn lowers the prices of accommodation in hotels and other tourist facilities. As well as simplification and reduction of customs procedures on the belongings they bring with them tourists devices such as video cameras or mobile phone or some photographic equipment...

Etc... And to facilitate obtaining a visa from the various borders, and exemption from entry fees for tourists.

- Improving the security situation and the replacement of civilian clothes cop uniforms for policemen accompanying tourist groups to secure the place and tourist trip.
- Mass tourism awareness and popular among all classes and walks of life.
- Establishing a permanent council for tourism sports or special section of the Ministry of Tourism includes stakeholders representing various interests, and regional and local bodies and international and varied segments within the tourism industry, especially sports tourism, and international travel industry and the transport sector, non-governmental organizations based environmental community. The bodies of cultural heritage, national parks and other protected areas, and groups of users, tourism and recreation, and civil society, universities and other bodies involved in education and training guides and trade unions, and so on, so as to promote the tourism sector sports in Egypt.
- Introduction of a fixed agenda sporting events and festivals in Egypt and work to promote this agenda on foreign and Egyptian tour operators.
- Organize of sports events tourism with neighboring countries such as Jordan, Tunisia, Dubai, Lebanon, Syria and Turkey with the aim of creating a joint tourist programs.

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