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The Role Of Sports Entrepreneurship In Supporting The Laboure Market And Reducing Unemployment In Algeria

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Abstract

Sports tourism is an important means of promoting a tourist destination, adding enjoyment and recreation that people everywhere seek. It includes activities such as diving, water skiing, fishing and yacht sailing. These activities require suitable facilities, including beaches, as well as sports grounds, halls and swimming pools when the purpose is to host international competitions and championships. Sports tourism is represented by golf and equestrian clubs, water sports, diving, fishing and rowing. Examples include equestrian, golf and fishing clubs, clubs in the Red Sea and Hurghada areas, and marine-sports clubs opened in Hurghada and Sharm El-Sheikh. Recreational tourism and beach tourism combine the tourism and sporting dimensions. From the tourism perspective, this represents a different way of organizing holidays through sporting activities.

Keywords: Sports Entrepreneurship

Introduction

Sports tourism is an important means of promoting a tourist destination, adding enjoyment and recreation that people everywhere seek. It includes activities such as diving, water skiing, fishing and yacht sailing. These activities require suitable facilities, including beaches, as well as sports grounds, halls and swimming pools when the purpose is to host international competitions and championships. Sports tourism is represented by golf and equestrian clubs, water sports, diving, fishing and rowing. Examples include equestrian, golf and fishing clubs, clubs in the Red Sea and Hurghada areas, and marine-sports clubs opened in Hurghada and Sharm El-Sheikh. Recreational tourism and beach tourism combine the tourism and sporting dimensions. From the tourism perspective, this represents a different way of organizing holidays through sporting activities.

From this perspective, sports tourism offers a broad field for investment throughout the world and the Arab region, particularly in Algeria, where it has considerable potential. Its development and exploitation could create jobs for unemployed people, especially graduates of sports institutes.

This raises the following questions: What is sports tourism? What opportunities does it offer, and how can these opportunities be used to combat unemployment in Algeria?

The Importance of Sports Tourism

From an economic perspective, sports tourism has the characteristics of an economic activity because it involves producing tourism goods and services, including sporting equipment, recreational facilities, transport, accommodation, restaurants, entertainment and recreation services. It is also of interest to social researchers in relation to migration, the use of time and space, the exchange of values, social relationships, interaction and the restoration of working capacity. Politically, the state intervenes by establishing tourism policies and directing and planning tourism, particularly in developing countries where tourism is a major economic resource, such as Egypt, Morocco and Tunisia. The political situation is closely connected with tourism and can contribute either to its development or to its decline.

The growing demand for recreation and relaxation has created demand for a particular form of tourism known as leisure or recreational tourism. One of the important factors influencing people's choice of tourism is the opportunity to participate in sport and related recreational activities.

The Most Important and Popular Types of Sports Tourism

Yacht tourism: The first yacht marina in Naama Bay, Sharm El-Sheikh, was established using modern technology. The project was considered an important step in developing marine yacht tourism in Egypt. This new tourism model has the potential to generate substantial tourism revenue.

The Pharaohs Rally is one of the important international sporting events included in the calendar of the international rally organization (Mufahras, 2022).

Golf tourism: This distinctive type of tourism attracts large numbers of people who wish to watch competitions. It is a relatively new tourism product and an additional attraction. At the time described in the article, seven golf courses meeting international standards were being completed in Cairo and the new urban communities.

Ways of Investing in Sports Tourism

Investment opportunities include organizing desert camping trips in the heart of the desert, allowing visitors to enjoy the authentic and warm Arab environment. Visitors can also take part in activities and sports such as four-wheel-drive excursions, desert motorcycling in the Algerian Sahara, sand-dune skiing and land-based hunting using trained Saluki dogs, Arab falcons and air rifles.

Tourist Attractions in Algeria

Algeria possesses considerable tourism potential, but insufficient attention during its development has prevented the country from benefiting fully from these resources and presenting them locally and internationally. Its geography ranges from the coastal strip through the inland highlands to the vast Sahara, and each region contains varied attractions. Algeria also has a rich historical heritage that has survived successive eras, including caves, mausoleums and prehistoric rock art.

When the Romans entered Algeria, they built towns and military settlements whose architecture and cultural development can still be seen in sites such as Timgad (Batna), Djemila (Setif), Guelma, Tebessa, Cherchell and Tipasa. Algeria also has Islamic monuments dating from before the French colonial period, including mosques, towers, castles, palaces, zawiyas and domes. These are outstanding examples of Islamic architecture and important cultural landmarks. Traditional crafts such as carpets, leather goods and copper engravings are widespread in cities including Algiers, Constantine and Tlemcen.

Tourism Infrastructure

Tourism infrastructure is essential for promoting and developing tourism and making it possible to benefit from its returns. Drawing on practices in countries such as the United States, such infrastructure can be divided into two distinct types.

The first type consists of large tourist hotel chains and their associated equipment, transport and communication facilities, and sports and recreational amenities. Because these facilities are large and expensive to build, they are generally located in densely populated urban areas, where they can attract substantial numbers of wealthy visitors and local and foreign businesspeople. They can also attract broader social groups when prices are affordable.

The second type consists of less expensive facilities, such as motels and separate accommodation units designed to reduce construction costs and offer tourists prices suited to their incomes. Lower prices should not mean lower service quality. In Algeria, these facilities could be established in various regions but may be particularly suitable for inland areas, where populations are smaller and many residents have low or middle incomes and cannot afford the prices charged by large tourism complexes. Providing both types would meet the needs of citizens from different income groups.

Safety

Tourists need guarantees concerning their personal safety and the protection of their belongings against physical or non-physical harm, whether caused by tourism-facility operators or members of the public. A thriving tourism sector requires security in its broadest sense, including protection against accidents, infectious diseases and natural disasters. Any failure to meet this condition can cause serious material and reputational damage: visitors may shorten their stays, refuse to return or share negative accounts with relatives and business contacts, harming tourism directly and indirectly.

Providing security and respecting tourists require a strong tourism culture. When such a culture exists, people in every position understand the negative consequences of their behaviour towards domestic and foreign visitors. Aggressive treatment, concealing lost property, exploiting tourists or deceiving them are unacceptable practices that must be prevented if tourism is to develop and regain vitality.

Services

Services include the quality of accommodation, cleanliness, water supply, transport, and the variety, quantity, quality and price of food. Services should not be excessively expensive, leaving tourists feeling exploited or dissatisfied. Other services can also create a positive impression, including telephone and television facilities, stamps and postcards, traditional products, and places to play basketball, tennis and table tennis. These services may cost relatively little but can have considerable psychological value. Tourists should feel that they receive genuine value for the money they spend.

Types of Tourism in Algeria

Three principal types of tourism can be distinguished in Algeria: coastal, mountain and desert tourism. A fourth type is thermal-spring tourism. The article states that there are more than 202 springs, most of which have therapeutic properties. Each type has distinctive characteristics that visitors cannot find in the others.

Coastal Tourism

The Algerian coastline extends for approximately 1,200 kilometres

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and includes beautiful beaches, attractive forests and mountain ranges with striking views. Although tourism facilities are distributed along the coast, their effectiveness remains below the desired level. The main reasons include the absence of a clear national vision for tourism, a lack of competition, the marginalization of the private sector and insufficient financial allocations. To achieve the desired objectives, conditions suited to the region must be provided and improved. These include:

Keeping beaches clean and informing tourists of their responsibility through short, clear publications in several languages.

Preventing behaviour by tourists or members of the public that violates standards of public decency.

Building carefully planned, separate tourist accommodation suitable for individuals and families, with manageable operations and adequate security.

Constructing facilities for sports that attract tourists and providing individual and group boats, as well as swimming and diving equipment for recreation and income generation.

Providing light meals and full meals in accordance with internationally accepted standards, in coordination with the World Tourism Organization and relevant regional and continental organizations.

Providing shops selling items tourists may need, particularly traditional handicrafts.

If these facilities are provided, domestic and foreign tourists alike will be able to find activities suited to their interests, without becoming bored.

Mountain Tourism

Whereas coastal tourism can attract considerable numbers of visitors, mountain tourism faces different circumstances, particularly given the security conditions prevailing at the time discussed in the article. Nevertheless, there is hope for stability and a return to peace. Developing mountain-tourism strategies requires greater effort because Algeria's mountain regions contain important tourism resources, including beautiful landscapes, caves and caverns formed over geological ages. Unfortunately, these resources have been neglected, and mountain tourism has often been reduced to snow skiing at Tikjda in Bouira Province, Tala Guilef in Tizi Ouzou Province and Chréa in Blida Province.

This narrow view limits mountain tourism for two main reasons. First, snowfall in Algeria is very limited, making snow-based activities seasonal; attention should therefore focus on permanent attractions. Second, it is a mistake to restrict mountain tourism to skiing. There are natural caves and caverns extending over long distances, many of which remain little known, although earlier generations used them and liberation-war fighters made extensive use of them as hospitals, resting places and locations for producing and storing goods such as clothing, shoes and weapons.

Mountain regions also contain other attractions, including diverse wildlife, rare birds and freshwater springs that are cool in summer and relatively warm in winter. These features can arouse visitors' curiosity and desire to discover the tourism resources of Algeria's different regions. Mountain tourism does not require the huge investments and costly facilities associated with coastal tourism. It is often sufficient to identify attractive sites, promote them through advertising and films, and ensure tourists' safety. It is unreasonable for domestic tourists to know so much about the Peruvian highlands, the Alps and the Himalayan peaks while remaining unfamiliar with the Aurès, Djurdjura, Ouarsenis and Hoggar mountains.

Desert Tourism

Algeria has a vast desert with all the basic components needed for successful tourism. These include oases spread throughout the region, distinctive architecture, and volcanic mountain ranges in the Hoggar. The grandeur of Tassili is reflected in rock engravings that bear witness to an advanced civilization and preserve fascinating accounts of the lives and distinctive ways of life of ancient human communities.

The size of the Algerian Sahara requires strategies different from those used in the north. Although infrastructure, security and services are important everywhere, transport by road and air is especially urgent for desert tourism. Sufficient investment is needed to develop essential facilities, build roads, allocate aircraft for domestic routes between tourist destinations and open direct international routes to facilitate travel to and from these regions.

Economic Importance of Tourism

Tourism is a major source of foreign-currency inflows. The article cites figures of USD 3.8 billion received by Egypt in 1997, USD 6 billion by Turkey in 1996, and USD 9 billion earned annually by Britain from Arab tourists alone. These amounts did not arise spontaneously; they resulted from sustained efforts to encourage tourism investment and establish a tourism culture.

The article presents the following tourism-revenue figures: Egypt—USD 3.8 billion; Turkey—USD 6 billion; Britain—USD 9 billion. These examples illustrate tourism's important role in economic development. Tourism is a major resource for many countries, including the United States, Italy, Spain, France, Britain, Egypt and India. Since the second half of the twentieth century, policymakers in many developing countries have increasingly considered tourism, although not all countries have succeeded in attracting large numbers of visitors from developed nations.

Interest in tourism is largely driven by its ability to generate foreign currency relatively quickly through services provided to foreign visitors. Tourism also generates domestic revenue for the public treasury, which can be spent on public-benefit activities, and supports productive and service sectors such as industry, transport and communications.

The article refers to World Tourism Organization figures indicating that approximately 60 million tourists from developed countries visit developing countries each year. It records an estimated 450 million international tourists in 1990 and 613 million in 1997, and gives forecasts made at the time of 650 million in 2000, one billion in 2010 and 1.6 billion in 2020, with spending exceeding USD 2,000 billion. These are historical figures and forecasts reproduced from the source, not current statistics.

The article argues that these trends imply the construction of more airports, the use of more aircraft and the development of many hotels. These benefits will accrue mainly to countries capable of attracting large numbers of tourists. The sector can become more dynamic and generate substantial revenue for countries that recognize its importance and develop it.

An assessment of tourism's contribution to Algeria's economic development reveals that the sector has been weak both in economic returns and in the diversity of its facilities. The article states that successive governments marginalized the sector. It reports 1,119,548 arrivals in 1992 and 604,968 in 1996, followed by a dramatic fall to 94,832 in 1997 amid political instability and

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the destruction experienced by the country from 1992 onward. It also reports tourism receipts declining from USD 105 million in 1990 to USD 20 million in 1997.

Tourism culture should therefore receive its proper place among public officials responsible for the sector and within society. This would create opportunities to revive tourism, improve quality and strengthen the economy, as other countries have done, while helping Algeria integrate into the global economy.

Social Importance

Economic development in any country generally leads to corresponding social development; the relationship between the two sectors is direct. Tourism is expected to generate foreign currency for the national treasury while reducing unemployment and improving living standards. This is because tourism makes intensive use of labour in services such as transport, accommodation, catering, communications and retail.

According to the statistics cited in the article, employees in Algeria's tourism-sector administrations account for 24%, although the relevant international benchmark should not exceed 7%. In addition, 50% of employees are said to lack the required qualifications, whereas the expected proportion should not exceed 20%.

Political Importance

Successful policy is based on carefully considered strategies and clear objectives, leading to the effective achievement of planned goals. Successful tourism can influence economic and social conditions and may also achieve political objectives when policymakers wish to use it in this way.

Travel within a country creates opportunities for people to meet, communicate and develop present and future perspectives on political, economic and social issues. Contact among people of different nationalities can increase understanding of other cultures, customs, beliefs and ways of life. Such exchanges build bridges between peoples with different cultures, not only among individuals but also between organizations and governments. They can produce views based more on real information than on assumptions.

Tourism and Integration into the Global Economy

The article states that Algeria signed a partnership agreement with the European Union that would cost it at least USD 1.4 billion, in comparison with assistance of USD 700 million from the Union. It further claims that joining the World Trade Organization could result in losses ranging from USD 1.5 billion to USD 2 billion (Mufahras, 2022). These figures are reproduced as presented in the source.

The article regards these claims as evidence of the fragility of the Algerian economy and its difficulty in meeting domestic needs and entering international markets dominated by multinational corporations based in economically, technologically and media-powerful Western countries. It cites figures concerning multinational corporations: 11,000 large foreign companies managing 82,000 subsidiaries, with later figures of 37,000 companies managing 207,000 subsidiaries in 1990. The source's table and accompanying dates are not fully consistent.

The article asks how Algeria can find its way amid Western dominance in trade, finance, business and knowledge when it lacks competitive products capable of balancing its external transactions. It argues that carefully designed strategies are required to protect national interests. One possible alternative is to focus on tourism and give it the importance it deserves. Compared with other productive sectors, tourism can require investments that are more manageable and can produce benefits within a relatively short period, provided there is genuine political will, political stability and a tourism culture.

Sport as an Economic Sector and Source of Employment

Sport is described as a major future-oriented economic sector capable of contributing significantly to prosperity in European countries. The European Commission included sport in its 1994 White Paper on the labour market, treating it as an important source of employment and economic growth. In Germany, the article reports that consumers spent 600 million marks annually on goods bearing the symbols of their favourite sports. More than 11% of the population reportedly owned at least one product bearing a football-related sports symbol. Some famous clubs, such as Bayern Munich, covered half their budgets through licensing-fee revenue.

The article gives a German sports-investment table with consumer expenditure of 600 million marks in 2006. It argues that the true measure of the popularity of international sporting competitions is closely connected with the financial returns they generate for organizers and beneficiaries. Examples include the Olympic Games every four years, the annual motor-racing event in France and international football competitions. The organizers of such events have expanded their reach worldwide through financial strategies as well as sporting contests. Global sport is described as an early expression of globalization, although the globalization of sport also has other important dimensions.

Sport has become an industry. In many countries it falls under the responsibility of ministries of industry or the economy. The sports industry includes:

Private and public clubs and organizations funded through membership subscriptions.

Retailers of sporting goods and merchandise.

Sports-goods wholesalers, suppliers, travel agencies and advertising offices.

Factories manufacturing sporting goods, equipment and materials.

Sports media.

In many cities, sport and sports facilities have become drivers of economic growth and development. Large sports complexes can lead to the expansion of cities and suburbs. Such complexes may include meeting and conference halls, various sports centres and fields, cafés, parks and hotels. These facilities form part of sports investment and can generate substantial revenue for cities, with positive effects on sporting activity generally. Athletes are encouraged to improve their performance to earn higher incomes; competition increases, as do the benefits generated by the activity. The interaction between developed facilities and improved sporting activities increases activity in host cities. Cities compete to host competitions and teams and offer teams various benefits. This stimulates economic activity and creates lasting benefits through taxes, salaries, equipment, food, visitors, spectators, sports tourism and the jobs and businesses required to support them. There are also non-economic benefits, including improved local infrastructure, community development and better physical and psychological health.

Keys to Successful Financing of Sports and Facilities

Increase the number of days on which sports facilities are used and host a wider range of sports.

Introduce legislation that increases competition, prevents

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monopolies and encourages private-sector financing of different sporting activities.

Employment and Investment in Sport: Examples

The article reports that Britain had approximately 400,000 sports-related jobs in 2000 and suggests that the number may since have doubled. These jobs existed in commercial sports activities such as manufacturing, factories, machinery, equipment and maintenance, as well as non-commercial activities such as planning, engineering, construction, betting and higher education. It gives sports investment of approximately USD 10 billion, arguing that this investment creates thousands of vacancies and supports related industries such as beverages, nutrition products and advertising.

The article estimates that sports-related income in London amounted to approximately USD 5 billion. It attributes this income to sports subscriptions and instalments (25%), sports clothing and footwear (23%), sports lotteries (12%), match admissions (5%), benefits (4.7%), employment (4%) and advertising revenue (7%), referring to a report published by the University of Cambridge.

It further states that the central government in Britain received USD 2 billion in taxes from sports activities in 2003. Consumer expenditure was approximately USD 4 billion, including match admissions, sporting goods such as bicycles, vehicles and equipment, memberships, equipment maintenance and repair, laundry, travel, newspapers, compact discs and lotteries.

For France, the article gives a 2001 table indicating 400,000 as the reported figure, annual investment growth of 20% and revenue of USD 200 million. It states that investment in sport represented 20% of total annual investment, and that 90% of the family budget allocated to sport went towards clothing, magazines and attending matches. It also reports that baseball alone contributed approximately USD 200 million to the US economy in 2001.

For Bahrain, the article describes the economic impact of the 2008 Formula One race. It reports total revenue of USD 548 million, approximately 24,000 visitors spending an average of USD 1,630 each, USD 5.33 million in race-ticket revenue and USD 9.7 million in television-broadcast revenue. It also reports television-transport revenue of USD 9.8 million. The article argues that the event stimulated the economy not merely by publicizing the host country but through spending on flights during the race period, hotels, restaurants and visitors' personal expenses.

The Most Effective Management Approach in Sport

The article identifies sports entrepreneurship as an effective management approach, as seen in Europe and the United States. There, clubs operate as economic enterprises seeking profitable commercial interests. Clubs provide advertising for companies: the club's assets are its capital, players are its investment, spectatorship is its product and results represent quality. Sport is therefore a productive sector. At an individual level, an athlete can be viewed as a small investment project whose development enables the athlete to support themselves and others.

At team level, teams resemble companies with financial and legal value. Some teams, such as the Chicago Bulls and ice-hockey and basketball teams, may even have stock-market value and can be more successful than many other companies. Clubs are organizations that encompass various projects and companies: a player is a project and a team is a company. The spread and development of clubs can employ tens of thousands of staff, workers, athletes, coaches, referees and doctors. Many countries depend on the success and development of these clubs.

The article proposes the following measures:

Establish effective relationships and mechanisms to support cooperation among community, government and civil-society sectors, and encourage private-sector participation to achieve successful professional sport.

Introduce legislative amendments that support the transition to a sports economy across all sports institutions.

Restructure the administration of clubs to create institutional clubs that support a professional sports system.

Create full-time positions to manage professional operations in clubs and improve capacity in marketing and sports investment.

Establish quality standards and performance measures for sports institutions, supported by a dedicated body similar to those operating in the industrial sector.

Sports Tourism and Economic, Social and Employment Development

Tourism is an old human phenomenon, as old as human societies themselves. During the second half of the twentieth century it developed considerably and became a global phenomenon. Its long-term effects extend across economic, social, cultural, political and environmental fields. Global interest has grown because tourism is one of the largest industries generating income and employment and is a driver of economic development. Its expansion stimulates the wider economy and has a multiplier effect on many related productive and service sectors, both directly and indirectly.

Sports tourism is becoming increasingly important because of its contribution to national economic growth, particularly in countries hosting local or international sporting festivals and events such as motor rallies, sand sports, the Olympic Games and the FIFA World Cup. It provides additional financial resources to residents of the host country and helps improve the balance of payments. It is an important invisible export and a key element of economic activity. Sports tourism is closely connected with development and can help address economic problems, including unemployment, by creating new jobs during and outside the sporting season.

It also helps develop towns and regions with tourism potential that are included in, or located near, the route or venue of a sporting event. This occurs through the provision of basic infrastructure and facilities that serve tourists and residents alike. Sports tourism consequently generates economic, social, cultural, environmental and political development effects in the destination country.

The article explains the role of sports tourism in the economies of host countries through several channels. Spending on goods and services connected with a sporting event transfers money from visitors to the businesses and workers supplying those goods and services. This initial spending generates further rounds of expenditure. For example, visiting teams and supporters from different countries spend money on hotel accommodation, which in turn generates spending in several areas:

Hotel services: accommodation, food, laundry, communications and other services required by tourists. Part of this income is spent on renewing furniture, kitchens, laundries, air-conditioning and operating equipment, and on hotel maintenance and renovation. Another part goes to suppliers of meat, vegetables, fruit and other daily hotel necessities. A further part is paid as salaries and wages to hotel employees.

Tour operators and travel agencies organizing trips within the destination country.

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Tourist restaurant services.
Different forms of tourist transport, including air, sea and land transport.
Museum admission.
Purchases of traditional handicrafts.
Tour guides.
Currency exchange, insurance and communications services.
The greater the flow of sports tourists, particularly during local or international events, the greater the overall expenditure on consumer goods. This can increase savings and stimulate industries and services connected directly or indirectly with tourism. Economic theory recognizes that each new investment generates new spending and, in turn, new income.
Another form of expenditure comes not from sports tourists alone, but also from athletes' families, people interested in sporting events, journalists, politicians, supporters and domestic spectators. Investors and the state also spend money on tourism projects such as hotels, holiday villages, beach resorts and amusement parks, as well as infrastructure, public-service facilities and related sports vehicles. Such spending visibly stimulates economic activity.

Tourism Development as a Source of Foreign Currency

The output of tourism activity is the value of tourism products sold to sports and non-sports tourists, many of whom come from other countries and pay in foreign currency to satisfy cultural, recreational, scientific or environmental interests. Sports tourism is therefore a source of foreign income, and its economic importance can be measured by its effect on a country's balance of payments.
The balance of payments records transactions between the host country organizing a sporting event and the rest of the world. Sports-tourism activity forms part of invisible transactions, alongside shipping, insurance and banking. Its effect is determined by the net value of the tourism balance in relation to the net trade balance, whether the latter is in deficit or surplus. If the trade balance is negative but the net tourism balance is positive, tourism may turn the trade deficit into a surplus or at least reduce it. If the trade balance is already positive, positive sports-tourism receipts can strengthen it and improve the country's balance of payments.
The net tourism balance is the result of comparing tourism expenditure—including spending by residents and foreign nationals travelling abroad—with tourism receipts, including revenue from inbound tourism to the country hosting the sporting festival.

Sports Tourism and Public Treasury Revenue

The public treasury of a tourism destination can benefit from several sources of revenue, including increased collections from:
Taxes on food products.
Taxes on commercial and industrial profits and on tourism projects generally.
Income taxes, which increase as the income and profits of people working in activities connected with the sports-tourism industry increase.
Licensing fees for professions and businesses connected with the sports-tourism industry.
Fees for electricity, water, telecommunications and postal services.

Tourism Development and Its Ability to Absorb Unemployment

Sports tourism creates many employment opportunities in the tourism sector itself, including travel companies, restaurants, hotels, tourist transport companies, souvenir shops and shops selling traditional handicrafts. It also creates opportunities in sport, such as the transfer and purchase of players and coaches among different sports clubs.
Studies conducted in many European and American tourism countries have examined the effect of sports tourism on employment. Several studies confirm its capacity to absorb labour. The article cites a study by an expert named Joug in Mexico, which found that investment in hotels creates more employment opportunities than investment in any other sector of the Mexican economy. Studies cited in the article indicate that constructing one new hotel room creates three direct and indirect jobs.
Accordingly, increasing the resources allocated to developing tourist areas—especially those associated with local, continental or international sporting events and possessing natural and climatic advantages—can create employment. Examples include beaches used for beach sports, islands and desert areas used for rallies such as the Algeria Rally, and mountain areas used for climbing competitions. Encouraging local, Arab and foreign private-sector investment in these areas can multiply new employment opportunities and transform remote areas from places people leave to seek work into destinations that attract workers from local communities.
Sports tourism also increases direct and indirect employment through its links with other sectors, including food and beverage manufacturing, hotel-furniture production, banking, insurance, sports equipment, sports training—which gives people new skills and knowledge—and advertising agencies (Jab, 2002).

Conclusion

It is reasonable to conclude that an increase in hotel activity resulting from a higher flow of sports tourists to a host destination leads to increased employment. Growth in hotel business requires the employment of larger numbers of local people, thereby reducing unemployment. This supports one of the objectives of a country's overall economic and social development plan.
Liberalizing sports-tourism services removes restrictions on capital flows invested in sports-tourism services and establishes objective rules governing foreign direct investment. This can advance sports-tourism development and increase its contribution to gross domestic product, thereby supporting another objective of a country's overall economic and social development plan.

Suggestions and Recommendations

Work to raise the standard of living of communities and populations and improve their quality of life, while developing leadership and behavioural skills.
Create recreational and cultural facilities and services for residents as well as visitors.
Help develop public spaces and public services in the destination country for sports tourism.
Raise awareness among broad sections of society about the importance of sports tourism.
Strengthen citizens' sense of belonging to their country and increase cultural, sporting and civilizational exchange between the host community and visitors.
Provide young people with sound preparation in personal, national, sporting, social and spiritual aspects, and train them to accept responsibility in the society in which they live.
Provide the funding needed to preserve the heritage of buildings and archaeological and historical sites.

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Translator's note: This is an English translation of the supplied Arabic document. Historical statistics, dates, names and claims have been retained as presented in the source, including apparent inconsistencies or typographical issues; they have not been independently verified or updated.

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