

Developing Sports Tourism in Luxor and Aswan

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Abstract

This paper aims to identify the obstacles of the revitalization of sports tourism and how attract international sports competitions in Luxor and Aswan. To achieve that, this research employed a method of descriptive analytical methodology by using a questionnaire tool. The results of the questionnaire were analyzed using descriptive statistics, reliability analysis, and coefficient analysis, with the support of SPSS20.0. The research reached several results, the highest mean values for sports tourism challenges in Luxor and Aswan “Not taking into account the temporal and geographical dimension when organizing sports events.” (Mean =4.39).The highest mean values for proposals for the of sports tourism development in Luxor and Aswan “Linking sport tourism product to a number of other tourism products, such as cultural tourism, which increases the added value of organized sporting events” (mean =4.46). The research thus recommended that 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.

Keywords: Sports Tourism, Luxor and Aswan

Introduction

Sport tourism is the fastest growing segment in the tourism industry (Zaki, 2017). Sport tourism can take many forms including: participation in ‘club’ sport events, sport tours, sport cruises, sport conferences, sport camps (Kurtzman, 2005), sports training and sports events (Weed & Bull, 2004). In recent times the notion of ‘sports events’ is taken into consideration as one of the most significant elements of sport tourism. Because of its vital role in destination advertising and catching a great number of countrywide and worldwide participants and attendees (Honaria et al., 2010). Sport occasions are known across the world as an essential component of tourism improvement and suitable opportunities for financial progress (Zaki, 2017). The importance of hosting sport event can be credited to its contributions to the destination for example: destination branding, enhancing image, tourism promotion, encouraging repeat visitation, improvement of occupancy and overcoming seasonality (Getz, 1997). Moreover, sport occasions can assist the host community well-fare, via increments in employment, earnings, investment, and a new source of entertainment and upgrades to the fine of life (Deccio & Baloglu, 2002). the most we can talk about in this context is that some destinations at sometimes would possibly encounter problems and crises as a result of natural catastrophe, war, terrorism, crime waves, financial recession or political insecurity(Avraham & Ketter, 2013), Such occurrences hold potential tourists from visiting the destination (Beirman, 2003). Thus, hosting sport occasions focus on media’s attention on the vacation spot for a short time period

and create chances to attract international visitors to a destination they might never take into account visiting (Avraham, 2014).

Research Problem

The problem of the study lies in the need for studies that search on improvements of sports tourism, regardless of the availability of sources and the tourism and the needs of the revitalization and expansion of sports tourism in Egypt, which assist important worldwide sports competitions attract, but in fact Egypt did not get a large part of the sports tourism, next to a weakened capacity for a main attractiveness international sports competitions. Luxor and Aswan characterized in the attendance of various elements of the tourist attractions in addition to the opportunities that assist the achievement of sports tourism, in which there is, for example, the Nile River and the vast areas of deserts, which lend themselves to the exercise all sports activities next to some of the arena stadiums. Based on this, this research discusses the significance of the development of sports tourism in Luxor and Aswan.

Questions of the Research

- What are the characteristics of sport tourists?
- What are the types of sports events and competitions in Egypt?
- What are the barriers going through the planning and organization of global sports competitions in Luxor and Aswan?
- What are the necessities successes of Luxor and Aswan in attracting global sports competitions?

Objective of the research

The objectives of the study are:

- Light up the significance of sports tourism in Luxor and Aswan.
- Spotlight the necessities of achievement of the revitalization of sports tourism and attract global sports competitions.
- Perceive the boundaries of the revitalization of sports tourism and attract global sports competitions in Luxor and Aswan.
- Set guidelines that may help in contributing the revitalization of sports tourism in Luxor and Aswan.

Significance of the research

The importance of the research is addressed the difficulty of improving sports tourism in Luxor and Aswan, and that to supply and to define deficiencies and impediments that facing the evolution and improvement of sports tourism to these regions, and then to define those boundaries and discover the motives to draw the future potentialities which has an effective assessment on sports and tourism sectors. This research come in order to spotlight that characterized by these two areas , which will make a contribution to give a clear vision for those interested in the affairs of tourism improvement in general, and those inquisitive about the improvement of sports tourism specifically.

Literature Review

Sport Tourism

Sports Tourism is a sort of tourism activity which refers to the journey experience of the traveler who either observes as an observer or effectively takes part in a sporting occasion generally including financial and non-financial activities of a competitive nature (Knott et al., 2015). As well as sport tourism means “the motion of travelers from the possession to a different place in the other country for a limited time in order to exercise their preferred sport activities whether by misuse factors of nature Such as Gliding on the mountains, Canoeing, Fishing, Hunting wild animals, Bird hunting, Snorkeling sub aqua, Ice skating and Climbing mountains, or by getting unique opportunities to practice these sports such as Golf, Horseback riding, Tennis, Safari and more. Sports tourism is not restricted to practice sports only, but sports tourism expands to see and get pleasure from attending Olympic Games and global championships”(Buhalis,2005, P:83).

Sport can be definite in various ways and from distinctive point of views or specific views; Definitions are mere tools, which serve to specify some degree of precision and traits. The subsequent definitions have been selected to illustrate that sport as a part of our social world (Saayman, 2012, P: 8):

- Sport is considered as a global phenomenon.
- Sport is a preoccupation entertainment or recreation – an enjoyable pastime that can be sought after in the open air as chasing, fishing, skiing or trekking.
- Sport is a piece of entertainment, which is the positive use of one's free time.
- Sport is considered as healthful.

Sport tourists People who travel for sports, numerous vacationers travel for sports participating in sports, for example, snowboarding or mountain climbing and seeing sports, such as attending the Olympic games or World Cup Soccer. The qualities of active sport travelers are bound to be male, affluent individuals, willing to travel long distances to take part in their preferred sports and liable to take part in active sport tourism well into retirement. Although, it must be noted that the profile of sport travelers most likely adjustments from event to another (Ross, 2001).

Sport Tourism in Egypt

Ancient Egypt knew Sport tourism as a pattern since the days of the Pharos and Roman civilizations. It is clear and recorded on the walls of temples and ancient papyri, wherein she was held rivalries attended by nobles, princes, and kings and the people in the running, arms and equestrian fencing and wrestling, However, the interest in sports tourism as a new traveller pattern started in the nineteen ,where the word sports tourism began to demonstrates in the late sixties to describe styles related to tourist sports occasions, The vacationer countries commenced in the attention to demonstrable from many financial benefits to host nations. Tourist destination began to establish world-wide council for Sport tourism on nineteen- ninety to enhance and looking after events and marketing it and improve the research linked to it and associated services (Hussein, 2014). Sport tourism is regarded as an important device of tourism attraction, thus adding further enjoyment to all vacationers. Sport tourism includes diving and sliding on the water, fishing, riding yachts, as well as the stadiums, gyms, swimming pools if the goal stays courses and global competitions. It also includes mountaineering in Egypt and the highlands and a variety of other sports like, cycling, running, and other regular sports ball feet - Handball - Basketball – athletics.

Resources of sport tourism in Egypt

- A. Historical Resources.
- B. Cultural Resources.
- C. Natural Resources.

Table (1) Classification of Tourism Resources

| | | | |
|-------------------------|----|------------------|--|
| A. Historical Resources | A1 | Ancient | (Prehistoric-Pharaonic/Greco-Roman) temple, tomb, statue, relief, painting, remains |
| | A2 | Coptic/Christian | Monastery, church, place of historic/religious significance |
| | A3 | Islamic | Mosque, fort |
| | A4 | Modern monuments | Dam, canal, bridge |
| B. Cultural Resources | B1 | Folklore | Folklore, folk festival, folk music, handicraft (textile, hardware, woodwork, jewellery) |
| | B2 | City life | Shopping, dining, events, entertainment, theatre, etc. |
| C. Natural Resources | C1 | Marine | Beach, diving/snorkeling site |
| | C2 | Landscapes | River, mountain, lake, desert, oasis |
| | C3 | Spa | Hot & cold springs |
| | C4 | Fauna & Flora | Mangrove, migrant birds, vegetation in oases |

Source: Shaalan, 2005.

The most latest important sports events and competitions in Egypt

Golfing sports: This is a new and extremely particular sort of tourism that attracts valuable vacationer. Egypt presented golf beginners a chance to exercise their preferred sport at distinguished courts placed in particular tourist areas as Luxor, Sharm el-Sheikh and Hurghada.

Yacht Tourism: Yacht tourism offered a new sort of sports tourism in Egypt. It is viewed as the most kind of tourism since the proprietors are often wealthy who sail for recreation with significant economic spending power and consequently the great economic revenue will go for the benefit of Egyptian tourism. The Mediterranean Sea is considered vital center for yacht tourism in the world, where more than thirty thousand yachts yearly roamed the region. Egypt supports both yacht tourism, and the establishment of specialized ports on the seashores of Egypt.

Int'l Aviation Rally: Aviation Club of the Egyptian Civil Ministry planning an event to celebrate one-hundred years after the beginning of aviation Rally. The event will be started from the Greek isle of "Crete", passing through Egypt and ends in Cape Town in South Africa (Megeed, 2019).

Modern types in the sport tourism field on Egypt:

- 1- Mountain climbing.
- 2- Sand boarding.
- 3- Windsurfing.
- 4- Hiking in Wadi Degla.
- 5- Wreck diving.
- 6- Parasailing and water gliding.

Goals of sport tourism in Egypt

1. Maintaining on Arabian and African sports leadership.
2. Expanding the base of sports practice.
3. Encouraging and supporting the private sector to invest in sports tourism.
4. Developing sports infrastructure.
5. Keeping up with the development and orientation towards electronic management.
6. Improving the mental image of Egypt.
7. Focusing on high-spending tourists.
8. Varying the tourism product.
9. Targeting new markets.
10. Adding new destinations to the Egyptian tourism map (Rifat, 2018).

Efforts of state to promote sports tourism

- Cooperation convention between Ministry of Youth and sports and Ministry of tourism.
- Establishment of general administration of sports tourism at the Ministry of Youth and sports.
- Creating many of sports centers and specialized sports medicine centers.
- Establishment an agenda for important sporting events that organized in Egypt (Rifat, 2018).

The official sports events calendar in Egypt

Table (2) Sports Events

| Occasion | Time | Organizer | Place |
|--|-----------|--------------------------------|------------|
| International Cycling Race | January | GIB Corporation | Giza |
| Egyptian International Marathon | January | Event Sport Organization | Luxor |
| Modern Pentathlon World Cup Championship | March | Egyptian Pentathlon Federation | Cairo |
| Alsharkeya Arabian Horse Festival | September | Sharqia Governorate | Sharqia |
| International Squash Championship | September | Egyptian Squash Union | Giza |
| The Challenge of Crossing Egypt Rally | October | Alexandria Rotary Club | Alexandria |
| Pharaohs Marathon | November | Event Sport Organization | Giza |
| World Billiard and Snooker Championship | November | Egyptian Billiard Union | Hurghada |
| World Thoroughbred Horses Championship | November | Agricultural Organization | Cairo |

Source: Ministry of Youth and Sports, 2018.

Luxor and Aswan

Luxor, which was known as Thebes (the capital of Ancient Egypt) is sited in (upper Egypt) Southern Egypt- 670 km South of Cairo. This town is well-known for being an

“open air museum” because the reason of its unique archaeological monuments which include Karnak Temple, The Luxor Temple, Valley of Kings, Valley of Queens. Luxor has many conveniences to improve sports tourism like:

- Luxor has ninety-two youth centers, which located Luxor in the nineteen positions in terms of number of youth centers.
- 839.95 is the average number of participants per youth center.
- 11.87 thousand People are the share of population per youth center, a figure which seen as the highest value in terms of number of population per youth center over the last three years.
- Luxor has only sixteen registered sporting clubs.

Aswan Located at the far edge of Upper Egypt, Aswan is the closest Egyptian city to the Africa Continent, and most connected to African roots. And that is why it has been chosen as the capital of African youth, to bring together young humans from all over of the state to mingle with each other in occasions where they can share and exchange their cultures, hopes and desires for their present and upcoming (Mazhar, 2019). Aswan also has many amenities to improve sports tourism like 177 youth centers, thirty-five sporting clubs, sixteen sporting committees and thirty-four sporting courts. Aswan has sporting stadium and one covered sports hall (Ministry of Youth and Sports, 2018).

Research Methodology

The researchers used the descriptive analytical approach, where a questionnaire was prepared and distributed to a random sample one hundred (100) of employees in General administration of the ministry of tourism in Luxor and Aswan governorates and the ministry of youth and sports in Luxor and Aswan. 88 (88%) of employees were retrieved. The statistical analysis of the responses was carried out via SPSS v20.

Data Collection

Data has been collected through questionnaires that were prepared in approach that is relevant to the situation so as to decrease invalid responses. They were distributed to of employees in General administration of the ministry of tourism in Luxor and Aswan governorates and the ministry of youth and sports in Luxor and Aswan.

Measures

To fulfill the research objective for identifying the obstacles of the revitalization of sports tourism and attract international sports competitions in Luxor and Aswan. To achieve that, this research employed a method of descriptive analytical methodology by using a questionnaire tool, a survey consisted of seven sections is used as a data collection tool. The first section includes the employees' demographic characteristics (gender, Educational level, and Experience Job). The second section includes Importance of sport tourism in Egypt. The third section included 4 variables representing Types of sports tourism. The fourth section included 8 variables representing the development requirements of sports tourism in Luxor and Aswan. The fifth section included 7 variables representing the steps revitalize sports tourism in Luxor and Aswan. The sixth section included 8 variables representing sports tourism challenges in Luxor and Aswan. The seventh section included 7 variables

representing proposals for the of sports tourism development in Luxor and Aswan. The questionnaire items were anchored according to the Five-Point Likert Scale, “1 = Strongly Disagree (SD)”, “2 = Disagree (D)”, “3 = Neutral (N)”, “4 = Agree (A)”, and “5= Strongly Agree (SA)”.

Data Validity and Reliability

Data Validity

To validate the data collection instrument utilized in this study in terms of its readability, format, and ability to measure the study’s constructs; the researchers distributed the questionnaire instrument of employees in General administration of the ministry of tourism in Luxor and Aswan governorates and the ministry of youth and sports in Luxor and Aswan. The questionnaire instrument was then updated and refined to reflect the comments and suggestions received by the domain experts. Moreover, the experts showed interest and interacted with the researchers concerning the questionnaire instrument which adds to its validity.

Data Analysis

To achieve the objective of this study, the researchers used the descriptive analytical approach. The researcher depends on using The Statistical Package for Social Sciences (SPSS) was used to process data statistically. The treatment included the following statistical methods:

1. Frequencies, Percentages, Means, and Standard Deviation (SD): To describe the characteristics of the study population of the functional variables, and to determine the responses of its members towards the study axes.
2. Cronbach's Alpha Test: To calculate the stability coefficients of the questionnaire, and the coefficient of stability of each axis of the study axes.

Data Reliability

The reliability of an instrument is the degree of accuracy and consistency with that it measures whatever it is measuring. Before proceeding with further analysis, the reliability testing was led in order to ensure consistent measurement across various items in the questionnaire. Indeed, the reliability of a measure indicates stability and consistency of the instrument. Consequently, this method determines reliability through examining the internal consistency of the research instrument such as questions (items) in the questionnaire, which are normally presented. Cronbach’s alpha coefficient measures this effect and ranges from 0 (no internal consistency) to 1 (maximum internal consistency). Reliability coefficient of 0.70 or higher is considered "acceptable" in most social science research situations. As depicted in table (3), the Cronbach’s Alpha Reliability was computed for seven sections. The tests showed that the Reliability Coefficients for all the sections were equal 0.953 and Validity Coefficient for all the sections were equal 0.976 which indicates that the instrument is reliable for being used.

Table (3) Cronbach's Alpha Value for Developing Sports Tourism in Luxor and Aswan

| Variables | No. of items | Cronbach's Alpha Value | Validity Coefficient * |
|--|--------------|------------------------|------------------------|
| Types of sports tourism | 4 | 0.915 | 0.957 |
| the development requirements of sports tourism in Luxor and Aswan | 8 | 0.953 | 0.976 |
| the steps revitalize sports tourism in Luxor and Aswan | 7 | 0.933 | 0.966 |
| sports tourism challenges in Luxor and Aswan | 8 | 0.925 | 0.962 |
| proposals for the of sports tourism development in Luxor and Aswan | 7 | 0.905 | 0.951 |
| Total | 34 | 0.953 | 0.976 |

* Validity coefficient = $\sqrt{\text{Reliability coefficient}}$

In order to measure the internal consistency and reliability of the study's constructs. Cronbach's Alpha (α) measure was used. The scales' reliabilities were measured and the Cronbach's Alpha of all scales in Table (3) ranged from 0.905 to 0.953, and for total questionnaire items was (0.953), this indicate an acceptable Cronbach's Alpha value for each field, whenever Cronbach's Alpha value is acceptable if it's more than (0.7). It is also evident that the validity coefficient is (97.6%) which means the reliability and validity of the study sample.

Results and Discussion

The following part explains the results concerning the seven dimensions representing of Developing Sports Tourism in Luxor and Aswan.

Descriptive analysis of Developing Sports Tourism in Luxor and Aswan

In this section, the researchers relied mainly on the descriptive analysis to get the means and the standard deviations for the study constructs along with their items. The items were measured using a Likert-type scale as follows.

First Section: Demographic characteristics of respondents

77.3% of the respondents were male whereas 22.7% of them were female. Regarding the education level, 39.8% of the respondents were bachelor degrees, whereas 46.6% of them were diploma degree. The majority (68.2%) of the sample spent round 11-15 years in experience with the current position, whilst (26.1%) spent round 5-10 years in experience with the current position, and (5.7%) spent round less than 5 years.

The second section includes Importance of sport tourism in Egypt

71.6% of the study sample confirmed on the importance of sports tourism for the tourist destination, while 28.4% see the opposite.

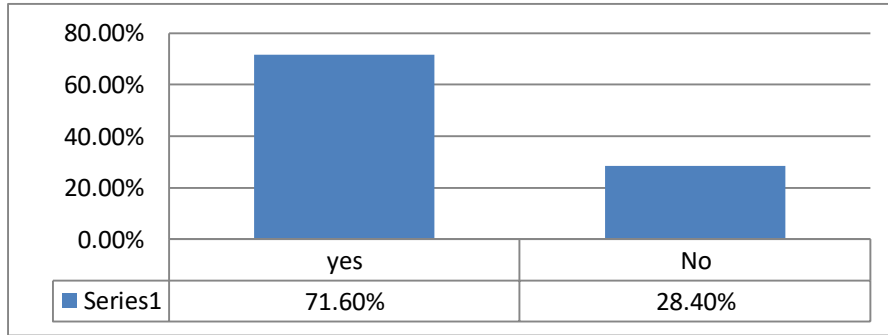


Fig1: Importance of sport tourism in Egypt

Table (4) Types of sports tourism in Luxor and Aswan:

| Variables | SD | D | N | A | SA | Mean | SD |
|--------------------|-----|------|------|------|------|------|-------|
| Adventure sport | 4.5 | 31.8 | 6.8 | 47.7 | 9.1 | 3.25 | 1.137 |
| Motors Sport | 3.4 | 37.5 | 12.5 | 38.6 | 6.8 | 3.08 | 1.091 |
| Mental Sports | 4.5 | 10.2 | 19.3 | 31.8 | 33 | 3.79 | 1.153 |
| Traditional sports | 4.5 | 23.9 | 11.4 | 25 | 35.2 | 3.63 | 1.307 |

The detailed examination of the results presented in Table (1) reveals the respondents' responses pertaining to Types of sports tourism in Luxor and Aswan. The average score resulted with a mean of 3.43. This indicates that majority of the cases tend to mark on the middle of the scale on a 1 to 5 range. However, most of the items resulted with a slightly higher mean than 3 indicating the agreeableness of the respondents on those items, as imperative for Types The highest mean values for types of sports tourism emerged for the item "Mental Sports" (mean = 3.79), followed by "Traditional Sports" (mean = 3.63), whereas, the lowest mean value for this construct is for "Motors Sport" (mean = 3.08). Followed by "Adventure Sport" (mean = 3.25), resulted with a less varied standard deviation as 1.091 and 1.137, respectively. These items are from the dimension "Types", consequently, indicating that for respondents it seemed to be important with regard to Types of sports tourism in Luxor and Aswan.

Table (5) the development requirements of sports tourism in Luxor and Aswan

| Variables | SD | D | N | A | SA | Mean | SD |
|---|-----|-----|-----|------|------|------|-------|
| Providing infrastructure services | 2.3 | 3.4 | 4.5 | 40.9 | 48.9 | 4.31 | 0.889 |
| Supporting Travel agencies to organize types of sport tourism in Luxor and Aswan | 1.1 | 2.3 | 5.7 | 39.8 | 50 | 4.37 | 0.79 |
| Providing accommodation, hotels and transportation facilities in all areas hosting sports events. | 2.3 | 1.1 | 6.8 | 31.8 | 58 | 4.40 | 0.85 |
| Establishing sports clubs and sports tourism resorts. | 1.1 | 3.4 | 3.4 | 39.8 | 50 | 4.37 | 0.81 |
| Improving service quality providing to | 1.1 | 2.3 | 0 | 33 | 61.4 | 4.50 | 0.73 |

| | | | | | | | |
|--|-----|-----|-----|------|------|------|------|
| tourists. | | | | | | | |
| Announcing sports events agenda | 2.3 | 2.3 | 2.3 | 42 | 50 | 4.37 | 0.83 |
| Follow up the implementation of sporting events | 1.1 | 4.5 | 1.1 | 43.2 | 45.5 | 4.33 | 0.82 |
| Raising awareness among the local community to necessity of developing sports tourism. | 1.1 | 3.4 | 6.8 | 39.8 | 46.6 | 4.30 | 0.84 |

Table (5) presents the means and standard deviations of development requirements of sports tourism in Luxor and Aswan where the means ranged between (4.30- 4.50) compared with the total instrument mean for the domain (4.36) The highest mean values for development requirements of sports tourism in Luxor and Aswan the item “Improving service quality providing to tourists” (Mean =4.50), followed by “Providing accommodation, hotels and transportation facilities in all areas hosting sports events” (mean =4.40), whereas, the lowest mean value for this construct is for “Raising awareness among the local community to necessity of developing sports tourism” (Mean =4.30). Followed by “Providing infrastructure services” (mean =4.31), Resulted with a less varied standard deviation as 0.84 and 0.889, respectively. These items are from the dimension development requirements of sports tourism in Luxor and Aswan, consequently, indicating that for respondents it seemed to be important with regard to development requirements of sports tourism in Luxor and Aswan.

Table (6) the steps revitalize sports tourism in Luxor and Aswan

| Variables | SD | D | N | A | SA | Mean | SD |
|---|-----|-----|------|------|------|------|-------|
| Invite the international authorities for organizing competitions and sports events | 2.3 | 2.3 | 3.4 | 38.6 | 48.9 | 4.36 | 0.850 |
| Motivating tour operators to organize tourism programs for Luxor and Aswan that receive various sports events | 0 | 2.3 | 5.7 | 43.2 | 44.3 | 4.36 | 0.700 |
| Preparing of familiarization tours for tour operators and international media representatives to identify the types of sports tourism | 0 | 2.3 | 2.3 | 42 | 47.7 | 4.43 | 0.660 |
| Activating the role of tourism offices in intensifying marketing campaigns in international tourism. | 1.1 | 1.1 | 10.2 | 44.3 | 42 | 4.26 | 0.780 |
| Activating E-marketing of sports tourism. | 0 | 1.1 | 4.5 | 47.7 | 46.6 | 4.40 | 0.600 |
| Providing information on sporting events by website and one Step Shop (main information Centre about sporting events and activities). | 0 | 2.3 | 6.8 | 47.7 | 42 | 4.31 | 0.700 |
| The inclusion of Luxor and Aswan within global sports tourism map. | 0 | 1.1 | 6.8 | 45.5 | 45.5 | 4.37 | 0.660 |

Table (6) presents the means and standard deviations of steps revitalize sports tourism in Luxor and Aswan, where the means ranged between (4.26- 4.43) compared with the total instrument

mean for the domain (4.35) the item "Preparing of familiarization tours for tour operators and international media representatives to identify the types of sports tourism" ranked first with a mean and standard deviation (Mean=4.43, standard deviation = 0.660) compared with the total instrument mean and the standard deviation. The item "Activating the role of tourism offices in intensifying marketing campaigns in international tourism" ranked last reached a mean (4.26) and the standard deviation was (0.780) compared with the mean and standard deviation of the total instrument.

Table (7) sports tourism challenges in Luxor and Aswan

| Variables | SD | D | N | A | SA | Mean | SD |
|---|-----|-----|------|------|------|------|-------|
| Lack of local, Arab and foreign investments in Luxor and Aswan that receive sports events. | 2.3 | 4.5 | 9.1 | 45.5 | 36.4 | 4.12 | 0.926 |
| Non-participation between the public and private sectors to support the sport tourism. | 2.3 | 6.8 | 9.1 | 39.8 | 38.6 | 4.09 | 0.990 |
| Lack of trained and qualified manpower to serve sports activities. | 1.1 | 6.8 | 3.4 | 42 | 40.9 | 4.22 | 0.910 |
| Lack of training programs for employees in the tourism sector in the development of sports tourism. | 0 | 2.3 | 4.5 | 44.3 | 44.3 | 4.37 | 0.690 |
| Not taking into account the temporal and geographical dimension when organizing sports events. | 3.4 | 1.1 | 3.4 | 39.8 | 43.2 | 4.39 | 0.906 |
| The difficulty of customs procedures for those wishing to organize sporting events. | 2.3 | 5.7 | 10.2 | 35.2 | 42 | 4.14 | 0.996 |
| Not put sports events on the site of The Ministry of Tourism of Egypt. | 1.1 | 4.5 | 5.7 | 45.5 | 40.9 | 4.23 | 0.850 |
| Focus on the marketing of tourism products more than others (such as recreational tourism). | 1.1 | 1.1 | 11.4 | 42 | 42 | 4.26 | 0.800 |

The detailed examination of the results presented in Table (7) reveals the respondents' responses pertaining sports tourism challenges in Luxor and Aswan. The average score resulted with a mean of 4.22. This indicates that majority of the cases tend to mark on the middle of the scale on a 1 to 5 range. However, most of the items resulted with a slightly higher mean than 3 indicating the agreeableness of the respondents on those items, as imperative for challenges, The highest mean values for emerged for the item "Not taking into account the temporal and geographical dimension when organizing sports events." (Mean =4.39), followed by "Lack of training programs for employees in the tourism sector in the development of sports tourism." (Mean =4.37), whereas, the lowest mean value for this construct is for "Non-participation between the public and private sectors to support the sport tourism" (Mean =4.09). Followed by "Lack of local, Arab and foreign investments in Luxor and Aswan that receive sports events" (Mean =4.12), resulted with a less varied standard deviation as 0.99 and 0.926, respectively. These items are from the dimension

“Challenges”, consequently, indicating that for respondents it seemed to be important with regard sports tourism challenges in Luxor and Aswan.

Table (8) the proposals for the of sports tourism development in Luxor and Aswan

| Variables | SD | D | N | A | SA | Mean | SD |
|---|----|-----|------|------|------|------|-------|
| Community awareness of the impact of sports tourism on the Egyptian economy. | 0 | 1.1 | 5.7 | 51.1 | 38.6 | 4.32 | 0.640 |
| Inclusion of sports tourism programs within the marketing plans for tourism sector. | 0 | 0 | 5.7 | 48.9 | 42 | 4.38 | 0.597 |
| Projects funding to implement sporting events in Luxor and Aswan | 0 | 0 | 5.7 | 48.9 | 40.9 | 4.37 | 0.597 |
| Covering a large number of sporting events by local and international media | 0 | 1.1 | 1.1 | 48.9 | 42 | 4.41 | 0.587 |
| The importance of having a precise mechanism to measure the effects of sports events. | 0 | 3.4 | 6.8 | 35.2 | 51.1 | 4.39 | 0.773 |
| Exemption of equipment used in sporting events from customs duties and simplification of procedures. | 0 | 3.4 | 13.6 | 36.4 | 43.2 | 4.24 | 0.826 |
| Linking sport tourism product to a number of other tourism products, such as cultural tourism, which increases the added value of organized sporting events | 0 | 1.1 | 5.7 | 37.5 | 52.3 | 4.46 | 0.665 |

The detailed examination of the results presented in Table (8) reveals the respondents responses pertaining proposals for the of sports tourism development in Luxor and Aswan. The average score resulted with a mean of 3.82. This indicates that majority of the cases tend to mark on the middle of the scale on a 1 to 5 range. However, most of the items resulted with a slightly higher mean than 3 indicating the agreeableness of the respondents on those items, as imperative for proposals, The highest mean values for emerged for the item “Linking sport tourism product to a number of other tourism products, such as cultural tourism, which increases the added value of organized sporting events” (mean =4.46), followed by “Covering a large number of sporting events by local and international media” (mean =4.41), whereas, the lowest mean value for this construct is for “Exemption of equipment used in sporting events from customs duties and simplification of procedures” (mean =4.24). Followed by “Community awareness of the impact of sports tourism on the Egyptian economy” (mean =4.32), resulted with a less varied standard deviation as 0.826 and 0.640, respectively. These items are from the dimension “Proposals”, consequently, indicating that for respondents it seemed to be important with regard to the most important proposals for the of sports tourism development in Luxor and Aswan.

In light of the findings of the theoretical and field studies, the researchers analyzed the strengths, weaknesses, opportunities and threats of sports tourism in Egypt:

Strengths:

- 1- Egypt site, which intercedes the nations of the world and its nice climate.
- 2- The availability of the factors of sports tourism such as beaches and temperate weather and warm water, mountains, lakes and the River Nile.
- 3- The existence of strong organizations for the progress of tourism in Egypt represented in the tourism and hotel rooms and tourism and transportation companies.
- 4- Peace and security position in Egypt and friendly relationships with numerous countries around the world.
- 5- Political attention to the sport and the finding a national council for sport.

Weakness:

- 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.
- The lack of a database so far in Egypt showing the actual size of the sports tourism in Egypt.
- Lack of awareness of tourism in a large proportion of the community, especially in area which is far from the traditional elements of attractions.
- Reduction in the number of agencies which interested in sports events and sports tourism programs.
- Most tourist governmental and private investments are only for other patterns than sports such as entertainment.
- 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.

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.

Summary and Conclusion

This paper aims to identify the obstacles of the revitalization of sports tourism and attract international sports competitions in Luxor and Aswan. To achieve that, this research employed a method of descriptive analytical methodology by using a questionnaire tool. The following results were obtained.

1. The findings from the distributed questionnaires revealed that the highest mean values for types of sports tourism emerged for the item "Mental Sports" (mean = 3.79).
2. The highest mean values for development requirements of sports tourism in Luxor and Aswan the item "Improving service quality providing to tourists" (Mean =4.50).
3. The highest mean values for the steps revitalize sports tourism in Luxor and Aswan "Preparing of familiarization tours for tour operators and international media representatives to identify the types of sports tourism" (Mean=4.43).
4. The highest mean values for sports tourism challenges in Luxor and Aswan "Not taking into account the temporal and geographical dimension when organizing sports events." (Mean =4.39).
5. The highest mean values for proposals for the of sports tourism development in Luxor and Aswan "Linking sport tourism product to a number of other tourism products, such as cultural tourism, which increases the added value of organized sporting events" (mean =4.46).

Recommendations

1. Ministry of Tourism should work to development sports tourism and hosting the International Championships in various games to promote tourism and support its growth.
2. Strengthening the infrastructure and provide the ingredients for activities and sports in tourist attractions.
3. Organizing tours for tour operators to familiarize them with the Components and capabilities of Egypt in of sports tourism.
4. Activating E- marketing of sports tourism by establish website dealing with the patterns of sports tourism abroad in various foreign languages.
5. Organizing tourism sports events with neighboring countries such as Jordan, Tunisia, Dubai, and Lebanon with the aim of creating a joint tourist programs.
6. Introducing sporting events and festivals agenda in Egypt to promote this agenda by tour operators.
7. Marketing of sports tourism services by combining more than one product to sell at a particular price programs such as 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.

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الملخص باللغة العربية

يهدف هذا البحث إلى التعرف على معوقات تنشيط السياحة الرياضية في مصر وكيفية جذب المسابقات الرياضية الدولية في الأقصر وأسوان. ولتحقيق ذلك ، استخدم هذا البحث طريقة المنهجية التحليلية الوصفية باستخدام أداة استبيان. تم تحليل نتائج الاستبيان باستخدام الإحصاءات الوصفية. وتوصل البحث إلى العديد من النتائج أهمها عدم مراعاة البعد الزمني والجغرافي عند تنظيم الأحداث الرياضية، وأخيرا أوصى البحث بضرورة قيام وزارة السياحة بتطوير السياحة الرياضية واستغلال مصر لاستضافة البطولات الدولية في مختلف الألعاب للترويج للسياحة.