

## Sports Marketing And Its Role In Supporting Tourism Activity

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### ABSTRACT

*This study aimed to clarify the nature of sports marketing and its various methods and its importance for clubs sports institutions and society as well as individuals whether practitioners or observers in addition to its role in supporting tourism activity and this is by following the descriptive approach and the historical approach to sports tourism which grant to the countries organizing events and sports manifestations whether Local continental or international big money due to the fact that sport is no longer considered just a competition it is much more than that as it has an effective and important role in supporting the economies of countries The sport sector has become a marketing sector through which the various events and sporting manifestations can be marketed that has a financial and economic benefit to the countries organizing these events especially from the tourism aspect so that sport has become one of the main channels for the movement of money to countries with the most famous teams and stars of international sport or that host sporting events.*

*Among the tools used in this study is descriptive statistics as it sheds light on many countries organizing sporting events and the study reached a set of results the most important of which is the major role that sports and sporting events and their marketing play in supporting international tourism.*

### 1. Introduction

The importance of sport has developed and increased with the development of the necessary needs of the human being, the latter is no longer limited to food and drink, but rather includes luxuries such as practicing sports or traveling to attend and watch sporting events. Hence, sport is no longer just a recreational or recreational activity to fill the leisure periods, but has become an industrial activity with Global economic weight, and this is what prompted many researchers to pay attention to sports marketing, which is a relatively new field.

Sports marketing has evolved from a small and trivial industry to a business with millions of dollars, and tournaments and various sporting events and marketing have become more important in our contemporary society, especially with the increasing interest of the world. Sports and sports tournaments prompted decision-makers in most countries of the world, especially developed countries, to compete in order to host sporting events due to their implications for development, especially on the touristic incomes of the countries organizing these sporting events. More interest surrounded the proceeds from hosting a global sporting event such as the FIFA World Cup or an Olympiad that has more tourism revenue throughout the year in some developing countries with a reputation for tourists' movement. Sport has become a means of attracting athletes and tourists to the country with the aim of practicing or watching a sporting event, which contributes to the improvement of the tourism sector. Hence, the concept of sports tourism has emerged, and has developed and grown rapidly since the second half of the twentieth century.

With this development and the increase in interest and global media coverage of sporting events and activities and the benefits they achieve at all levels, the number and size of sporting events have been greatly expanded in recent years. Many cities and countries have exploited the tendencies of sports fans to travel around the world, and have worked to transform sporting events into tourist destinations.

Based on what has been stated above, the study problem can be formulated in the following question:

Does sports marketing have a role in supporting tourism activity?

To answer the question, we divided this research paper into the following parts:

- 1- Sports Marketing
- 2- Sports tourism
- 3- The role of sports and its marketing in stimulating tourism.

## **2. Sports Marketing**

### *2.1. The concept of sports marketing and its beginnings:*

The beginning of the relationship between sport and marketing goes back to the year 1870 AD, when tobacco companies in the United States of America printed cards for the most famous baseball players and inserted them into cigarette packs in order to promote cigarette sales that actually increased. These cards were the beginning of sports promotion for the benefit of the industry and then to these cards was added the popular bubble gum and it evolved into selling players' cards and pictures without linking it to a specific commodity.

Sports marketing does not differ in its essence and basic rules from the marketing of any other commercial good or service.

Grant & Bashom (1995) defines sports marketing as "the surveying of opinions and trends prevailing in the market and then directing sports products and services to conform to those trends (Muhammad A., 2012, p. 6).

Saad Ahmed Shalabi (2008) points out that sports marketing is "the complex dynamic part of every sporting business, the process of designing and implementing production activities, pricing, distributing goods and services, and promoting sports ideas to satisfy the needs or desires of consumers while achieving the goals of sports organizations in a manner that does not conflict with educational values." For Sports (Aladdin, 2011, page 30).

According to Mullin et al (2007), "Sports marketing consists of all activities designed to meet the sporting needs and desires of consumers (Ferrand and McCarthy, 2008, p. 24).

Sports marketing is also defined as applying marketing concepts to sports products and services, as well as marketing non-sports products through sports (D. Shank & R. Lyberger, 2015, p. 5). Therefore, sports marketing has two main advantages (Aaron CT & Bob, 2014, p. 3):

Firstly, it is the application of general marketing practices to sports-related products and secondly, it is the marketing of other consumer and industrial products or services through sports.

Sports marketing is an interconnected process aimed at planning, pricing, promoting and distributing the product in addition to the sports service or activities that satisfy the needs and desires of current and potential beneficiaries or consumers (Hassan and Abdul Rahman, 2009, page 53).

### *2.2. The importance of sports marketing:*

Sports marketing has great importance that is evidenced by the benefits and advantages it provides to all actors in the sports sector, as it seeks to raise the level of sports activities and attract public interest towards practicing sports and highlighting its value to the human being. Sport is also promoted and supported to become a way of life, in addition to what can be achieved in terms of profit and material return, whether for the club, sponsoring institutions, or society.

The importance of sports marketing can be highlighted through the following:

#### *2.2.1 The importance of marketing for sports clubs and organizations*

This importance is demonstrated by:

- ✓ Developing the resources of sports clubs and organizations by marketing sports services through sponsorship contracts with various institutions, revenues from television broadcasting rights, marketing of players, and the sale of players' jerseys. For example the Real Madrid team was able to sell 21 million shirts of Cristiano Ronaldo for 85 euros per shirt in the 2009 season / 2010, when the shirt was sold more than its purchase value of 95 million euros, even though he was the most expensive player in that season, selling tickets and subscriptions.
- ✓ Achieving mutual benefit between the sports club and its clients.
- ✓ Upgrading the level of services and programs provided by sports organizations
- ✓ Facing external competition by competing with other sports organizations.
- ✓ Social interaction between the sports club and the public.

#### *2.2.2 The importance of marketing to individuals, whether practitioners or followers*

This importance is represented in the following:

- ✓ Attracting interest in sport and encouraging its practice

- ✓ Individuals who practice sports benefit from its positives (health, psychological and social ... etc.) by meeting their various psychological, health, material and social needs such as physical fitness, health, vitality, movement and self-affirmation, as we notice that a group of sports practitioners, especially young people, dream of becoming famous stars. They occupy a prominent position in society and this can only be achieved through work and perseverance, and their example in this is many international sports stars. As for the other group, especially the elderly, they exercise for the sake of health.
- ✓ Individuals who follow sports benefit through recreation and enjoy watching sporting events.
- ✓ Meeting the sports needs of individuals in the best way.

### *2.2.3 The importance of marketing for the state and society*

This importance is represented in:

- ✓ Increasing the state's resources in taxes and fees as a result of the multiple activities of sports organizations, so that the state's tax revenues will increase as a result of the increase in the activity of sports institutions. As is the case in major international leagues such as England and Spain, and the revenues they obtain from clubs paying large taxes on their players, some studies indicated that a set of tax legislation must be put in a place that is clear for investors in the sports sector. Indeed, sport has become one of the main pillars of national income for many countries, for example Spain.
- ✓ Actively contribute to the revitalization of tourism; Hosting continental sporting events such as the European Football Championship and the African Cup of Nations or world sporting events such as the FIFA World Cup and the Olympic Games; she greatly contributes to attracting tourists from different countries and conveying a good picture of the host country and its infrastructure.

The same is true for sports clubs, as is the case for the two Spanish teams, Real Madrid and Barcelona, and the supporters and tourists that attract them to Spain. Sports tourism brings additional financial resources to the organizing country and works to provide new job opportunities, either permanent or at times of organizing sporting events. In addition, sports tourism contributes to the development of regions and cities that have a relationship with or are adjacent to the sporting event and leading to it by providing basic building facilities and the necessary facilities to serve the tourists.

- ✓ It is considered a tool for development, both in providing job opportunities and reducing unemployment, as the sports field has become one of the main markets for providing job opportunities either permanently or temporarily and in various economic, social, technological and sports fields between coaches, players, administrators, referees, agents, managers, Salesmen in the sports institution's stores, journalists and correspondents, and this is evident especially when organizing a sporting event and the enormous human energies that the institutions harness, which benefits the state by reducing the unemployment, or contributing to the raw income product, for example Spain and Brazil achieve significant returns from sport.

### *2.2.4 Importance of sports marketing for sponsoring organizations*

- ✓ Improving the image of the sponsoring institution and consolidating it in the mind of the customer: The sports field has become one of the most important areas of investment, whether for governments, institutions or individuals, and this is what pushed institutions to compete, whether in order to sponsor sports competitions and events, especially major ones such as the Like FIFA World Cup and Olympic Games or sponsoring major sports clubs. And the players because of their great influence on customers and fans, especially the youth (Yu Kyoum & T. Trail, 2010).
- ✓ The high percentage of matches coding in channels is one of the strongest expected effects and a clear indication of the importance of sports marketing, due to the profits and huge financial returns it generates on sponsoring TV channels, for example. This is reflected positively on the performance of sports clubs as well as the technical level of tournaments such as the English Premier League and the financial rewards it provides to all league teams regardless of their league rankings, switching to coding matches has become an inevitable motive.
- ✓ A high sales volume of sponsoring institutions takes place. Competition between institutions and companies to sponsor clubs and athletes, especially stars, at high prices, first aims is to consolidate the image of the institution in the minds of customers due to the attachment and attachment to some customers to their players and teams and their purchase of the products they use. and there are partnerships between sports celebrities and sponsoring companies to use their names in their products, thus achieving financial gains for the sponsoring company through higher sales.

### *2.3. Methods and fields of sports marketing in sports institutions*

When talking about sports marketing, it is necessary to talk about its marketing methods represented in the various activities that can be applied using the sports fields, tournaments, local, international and continental competitions, and these methods are as follows:

- Revenue from tickets for matches and sports tournaments.
- Marketing sponsorship and advertising rights for the sporting event.
- Radio and television broadcasting rights.
- Licensing the use of relationships and logos on products and services.

- Advertisements and posters on players' clothes and items.
- Issuing souvenirs.
- Stamps and commemorative coins.
- Sports event industry.
- Fund-raising campaigns.
- Refinement and rehabilitation studies.
- Encouraging prizes.
- Billboards advertisements for stadiums.

The above is a form or method for developing self-resources away from the sports industry, as the industry is looking for a product that can be marketed and presented to the consumer and the sports body can resort to using a set of methods. Among the most important methods of sports marketing we find marketing advertising rights, television marketing, marketing tournaments and matches, marketing of players, marketing of sports facilities and marketing services to internal and external audiences.

#### *2.3.1. Marketing Advertising Rights*

Sponsorship is an important component of sports marketing. It is one of the oldest and clearest elements in the marketing process that makes sport a means of communication for companies and supports the promotion and sale of brands and their products, so that the partner brand can strengthen its commitment to sport to extract the side results of its economic activity.

#### *2.3.2. TV Marketing*

Television has a great importance in sports marketing and this is evidenced by the fact that the current sales of television broadcast rights for football games constitute the most important source of income for football clubs, which represents on average nearly 45% of the club's revenue. In addition, this element represents 45% to 50% of the total marketing revenues for international sports tournaments and events, and this is due to the high turnout of satellite and terrestrial television stations on sports programs. Hence, the effect of this element on marketing revenues is evident through the marketing of rights to broadcast sports events such as Olympic games.

#### *2.3.3. Marketing tournaments and matches Sports*

It is considered one of the most important types of marketing in terms of income and financial return, especially since international tournaments attract masses to buy tickets for these cards even if their price is multiplied by tens. Thus marketing tournaments and sporting events is a source of benefit from the sale of sporting events and events for the public and sponsors, this is demonstrated by:

- ✓ Taking into account the reduction in ticket prices as one of the means to stimulate the sale of tickets, especially in continental competitions;
- ✓ Consider opening ticket outlets in multiple locations and electronically to avoid crowding and public pressure;
- ✓ Introducing season tickets and blocking free invitations;
- ✓ Inviting stars and celebrities in various fields, whether sports or artistic, which stimulates mass turnout;
- ✓ Paying attention to offering discount rates on tickets to enter matches;
- ✓ Presenting souvenirs to the winners of the ticket draws;
- ✓ Determine ticket prices in proportion to the importance of the sporting event and the places of seating;
- ✓ Taking into account the reduction of tickets to enter the club.

#### *2.3.4. Marketing of players*

Professionalism it become essential for clubs, as we see that signing contracts (professionalism) for imaginary sums at times has become usual. Professional players have become a global stock exchange, and that was through the interest in training through the establishment of club Configuration schools in addition to the use of specialized experts in marketing players (Manajir). For example, RiyadMahrez was sold from Leicester City to the Manchester City team, at a value of about 64 million euros, although the former bought it from Le Havre, at a value of about 450,000 euros.

#### *2.3.5. Marketing of sports and social facilities*

It means benefiting from the marketing of all services resulting from the use of sports facilities and marketing sports and social facilities through:

- ✓ Paying attention to contracting with institutions to practice sports activities on the club's stadiums outside of practice times;

- ✓ Paying attention to contracting with companies specialized in advertising to exploit the appropriate places to market sports services;
- ✓ Interest in renting out halls and halls for the club to hold parties;
- ✓ The interest in establishing a museum for the club's awards and medals, which was allowed to be visited by the public for a fee;
- ✓ Paying attention to the establishment of shops in the clubs and renting them, which increases the revenues of the sports institution;
- ✓ Interest in broadcasting a channel for the sports institution.

#### 2.3.6. *Marketing services to the internal and external public*

Marketing services to the public are as follows:

- ✓ Attention to opening fitness and sports centers for everyone in the club;
  - ✓ Paying attention to coding club matches to increase public turnout for matches and reduce some free services;
  - ✓ Creating open channels for the public to express their opinions and desires;
  - ✓ Creating a sports guide, to be announced in the media, recording information about the club, its development and achievements;
  - ✓ Paying attention to providing some social services, such as trips;
  - ✓ Interest in creating a website for the club on the Internet;
- Issuing stamps and commemorative coins at sporting events and giving souvenirs to the public.

### 3. **Sports tourism**

#### 3.1. *The concept of sports tourism*

Sports tourism in its current form is considered a social industry, as it is a mixture of the most famous global social phenomenon and the largest industry in the world. Sports tourism has recently become one of the most important types of tourism in the world so that the desire of people to travel has developed very quickly, whether to participate in or attend sporting events. This is no longer only because any country hosts sports events, it has become a contribution to raising the country's identity as well as the level of its economy by highlighting its capabilities and organizational capacities and introducing the world to its cities and thus activating its tourism movement.

Sports tourism has many definitions and comprises several concepts. Gibson & Yiannakis defined sports tourism as including travel far from the main place of residence to participate in a sporting activity for the sake of recreation or competition. Traveling to see sports, whether at the normal level or the distinguished level, and travel to visit sports attractions such as world stadiums and gyms" (Qasim and Abdel Fattah, 2013, page 42).

Kamal Darwish and Muhammad Al-Hamami defined it as that type of tourism whose purpose is to satisfy the individual's need to practice his favorite sport, such as sliding sports, fishing, scuba diving, yachting or mountaineering, or the purpose of which is to satisfy the need to watch some sports matches, competitions, shows, festivals. It also means participation or attending tournaments or international sports competitions, such as attending the Olympic, African or Asian Games, or World Cup tournaments in many sports (Mohammed M, 2001, p. 46).

Another definition of (Ashraf, 2005, p. 71) refers to it as the temporary movement of an individual from the country in which he lives on a habitual basis to another country for the purpose of participating in sporting events and the various activities that accompany them.

Sports tourism is divided into three different categories, namely active sports tourism, event sports tourism, and nostalgic sports tourism.

*Active sports tourism:* It is tourism to attend and participate in a sporting activity, as it includes athletes, their families and their fans who travel to participate in sporting events.

*Sports Tourism Event:* It is tourism to attend a sporting event such as tournaments and international sporting events such as the Olympic Games and the FIFA World Cup, as well as matches of major professional teams.

*Nostalgic sports tourism:* It is tourism to places famous for hosting major sports tournaments or famous for being the cradle and center of famous sports and a source of attraction for its athletes and their fans.

#### 3.2. *Sports tourist attractions*

Sports tourism needs to provide factors that help achieve outstanding tourist attractions, and these factors are as follows:

- Availability and utilization of sports potentials; and seek the assistance of experts working in the field of sports tourism.
- Preparing advertising campaigns for the purpose of raising awareness for popular participation.
- Preparing technical cadres specialized in the field of health care and sports.
- Encouraging recreational activities related to local culture by utilizing available resources.

- Preserving the environment and not compromising the available resources in it from the beaches, forests and the desert.
- Establishing an international conference to which international tourism companies, sports federations and businessmen are invited to discuss developments and problems in this field.
- Providing appropriate sports equipment and devices.
- Moderate climate throughout the year and availability of quiet areas for rest and training.
- presence of archaeological sites close to the sports tourism project and easy access to them.
- Project location and accessibility.
- Full hotel facilities: stadiums, sports medicine centers, sports shops, training centers.

### 3.3. *The potential of sports tourism*

Sports tourism is one of the pillars of modern industry and it must be concerned with sufficient interest by providing the material and human capabilities necessary for its development and success. The most important potentials of sports tourism can be summarized as follows:

#### 3.3.1. *The material potential of sports tourism, which is represented in*

- ✓ Funding potentials: These are related to financing sports tourism projects "such as tournaments, sporting events and the awards they are given", as well as working to attract international investors to invest in the field of sports tourism.
- ✓ Facilities specific to facilities: These relate to sports tourism facilities, including hotels equipped with sports facilities, equipment, and entertainment venues, as well as integrated sports villages close to the tourist and archaeological areas.
- ✓ The capabilities of sports equipment and equipment: it relates to modern sports equipment, advanced training devices, and places for their maintenance and storage.

#### 3.3.2. *The human potential of sports tourism is represented in*

- ✓ Workers in the field of sports tourism: including workers, employees, managers, and specialists, providing them with distinguished and advanced training and providing them with experiences to achieve success for sports tourism.
- ✓ Bodies responsible for sports tourism: they are the bodies whose work is related to sports tourism and the achievement and development of it.
- ✓ Beneficiaries of sports tourism: the state, with all its bodies and individuals, benefits from the revitalization of sports tourism and benefits all parties in terms of generating income for the state and individuals.

### 3.4. *Divisions and forms of sports tourism*

#### 3.4.1. *Divisions of sports tourism*

Sports tourism can be divided according to each of the nature of presentation, type, and behavior (Pegeassou, 2005) and this is as shown in Figure 1.



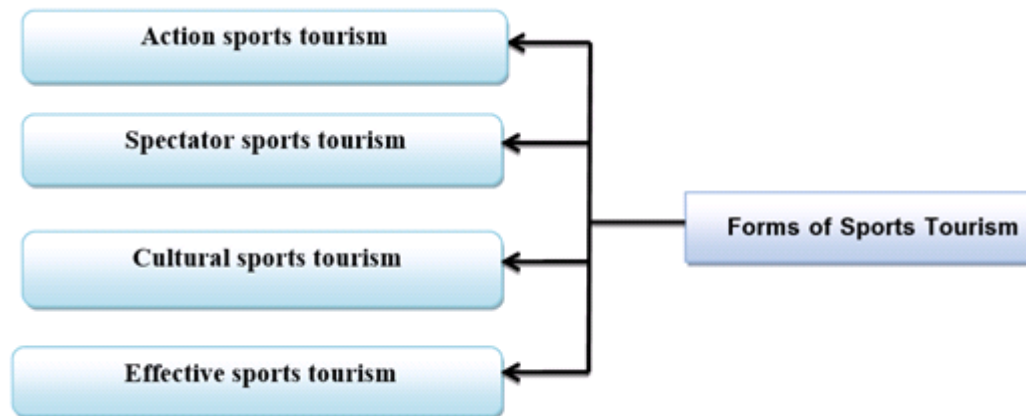
Source: Prepared by researchers, depending on a group of sources

Figure 1: Divisions of Sports Tourism

- By the nature of the offer: According to this criterion, sports tourism is divided into:
  - Built-in Presentation: It is an integrated and coordinated presentation presented by a specific agency specialized in sports activities.
  - A joint offer: in which he proposes to the customer a set of different sports services, which may be multiple or special according to individuals.
  - Varied display: It is a group of sports events located in a specific location.
- By type: This classification depends on product lines where we find:
  - Sea-related services: such as beach sports, diving, ... etc.
  - Nature-related services: such as mountain climbing, nature walks... etc.
  - Services related to snowy mountains: such as snowboarding.
  - Various services: such as golf, air sports, entertainment parks, etc.
- According to behavior: through this classification, we can divide them into:
  - Spectator: The spectator is intended to follow a specific sporting event, competition or show, and it is required here to watch directly from the place of the event.
  - Participant: It refers to the behavior that is determined by participation in sports activity in an effective manner, whether professionally or normally.
  - Visitors: Here the behavior is determined according to a more perceptual variable as it is based on the attractiveness of a place or a historical landmark related to sports for the tourist, and thus it is due to curiosity or love to know sporting events and visit specific landmarks.

### 3.4.2. Forms of sports tourism

Sports Tourism is a group of different forms (MOKRANI & SAYAGH, 2018, p. 73) which we summarize in the following form:



Source: Prepared by researchers, depending on a group of sources

Figure 2: Forms of Sports Tourism

- ✓ Action sports tourism: Kinetic sports tourism includes the largest activity on the part of individuals and groups, so most individuals practice at least some type of sport such as walking, and kinetic movement is called because it depends on movement and from a conceptual point of view, all sports activities can be included in the framework of kinetic sports tourism. She is very different in terms of competitiveness and amateur participation.
- ✓ Sport tourism for spectators: Sport or exhibition tourism falls under competitive sports tourism because without it there are no spectators either in the field of competitive activities or exhibition activities as it depends on the reputation of the sport and the extent of its fame. It is intended for individuals who go to the venue of the sporting event from for the sake of viewing and watching, which is almost the same as the concept of the sports consumer in the field of marketing, except that consumer sports be a spectator of the event behind the television or computer screen. It can also be watched at a time other than the time of the event. In the field of sports tourism for spectators, it is required to move to the place of the event and watch it directly and therefore he is considered a participant in the sporting event and an active element in it.
- ✓ Cultural sports tourism: It refers to the group of destinations and places that have a historical cultural and sporting value, as it can be related to a historical sporting relationship such as sports museums and historical monuments, It can also be related to a case of a sports culture such as sports conferences and forums as it can be With the aim of actively participating in a sports culture such as Athletic composition.

✓ Effective sports tourism: Effective sports tourism means voluntary and participatory activity based on participation in the field of sports and sports recreation and which falls within the framework of tourism; Meaning an activity that falls within the management of sports in general throughout the year and that is followed by movement and travel, such as accompanying the football team while practicing its activities in different places or directing a team and providing support and advice ... etc. The common factor here is the possession of an artistic sports culture, which means that the individual participating has experience assisting and contributing to the management of sport; In general It could be experience in sports as could be experience in management techniques, and this participation could be followed by mobility and travel, which may be short or long term. As an example to clarify the idea more, we find the international company Qnet, based in Malaysia, which is specialized in the field of network marketing and is considered one of the leading companies in this field. Its CEO, "Batman", who gained experience in the field of encouraging and motivational speech, which helped him develop his business, and after this company became the official sponsor of the English team active in the English Premier League "Manchester City", Batman traveled privately with the team during its important matches to deliver speeches Motivational in order to raise the morale of the players before the match, which contributed to the support of the team, and this example is illustrative only where the contribution can be Through the team, this is an illustrative example only where the contribution could be through Sports consulting, medical follow-up, psychologists, financial managers ... etc.

#### **4. The role of sports and its marketing in stimulating tourism**

Various international and continental tournaments and championships, such as the FIFA World Cup, as well as the Olympic Games, have become popular and have great economic benefits for the countries organizing them, which has intensified the conflict for honor of organizing between countries. This prompted the highest authorities in the countries to intervene to obtain the honor of organizing such tournaments in view of the gains that countries reap from organizing these tournaments. In addition to what has been developed in terms of international tournaments held by some countries dependent on marketing their potentials and attractions to achieve the tourism popularity of the state by practicing or watching these sports, which lead to the prosperity and progress of the country.

The Olympic Games, for example, is not just a major sporting event. It she more than that, as it is the engine of economic development and attractions for the host city, and hosting these games requires any city to establish the infrastructure and facilities appropriate for this event, including hotels, transportation and various recreational facilities; This contributes to improving the tourist image of the city in particular and the country in general during and after the Games, which brings many benefits and makes it part of the history of Olympic events. Hosting this event will attract the world's attention to the host city in particular and the country as a whole, through the great media coverage enjoyed by such global sporting events, which contributes to promoting the country as a tourist destination by highlighting the best tourist areas in and pushing people to visit it not only through Olympic Games but for years afterward; Examples of cities and countries that have successfully used sporting events to market them as a global tourism destination include: Barcelona; Germany; Brazil; Qatar.

##### *4.1. Barcelona, Spain*

The Barcelona Games in 1992 represented a turning point for the city, as it witnessed a large expansion and investment in infrastructure, and this contributed to the city's transition to a global tourist pole. The experience of the Olympiad in Barcelona proved that the good use of a large sporting event the size of the Olympiad could lead to a profound shift in the position of the city and the country as a whole in the global tourism market. The 1992 Games were unique and represented a marketing tool for Barcelona as an international tourist destination.

The Barcelona Olympics are a great example of how a mega event can help a city weather a recession and turn into growth; Indeed, Barcelona is a reference case: the 1992 Olympics were perhaps the games with the greatest impact on the host city's economy after the event, and especially in tourism. Huge investments in infrastructure (transportation and hotels) and a comprehensive post-Olympiad management plan have made Barcelona one of the world's top tourist attractions.

After the Games Barcelona had 35% more hotel beds than before. Occupancy rate at city hotels rose from 70% to more than 80% after the Games, and remained at that level for several years after the event. In the years following the Olympics, conferences and trade events held in the city more than quadrupled compared to 1992 (Vettas, 2015, p. 14).

In order to highlight the impact of the Olympic Games on tourism in Barcelona, it is necessary to address the development of the city's tourism industry, foremost of which is the development of the city's hotel family, which is an important indicator for the incentives for tours in the city. In 1990 Barcelona had a total of 118 hotels with a rate of 10,265 rooms, and a total of 18,569 beds. Two years later, the number of hotels in the city increased to 148, with a rate of 13,352 rooms and 25,055 beds. The hotel sector in Barcelona also witnessed, with the beginning of the new millennium, an increase in the number of hotels, so that in 2001 203 hotels were registered, with an average of 18,141 rooms, 34,303 beds (Duran, 2005, p. 6).



Table 1: The evolution of the number of hotels in Barcelona

Years	1990	1992	2000	2001
Number of hotels	118	148	187	203
Rooms	10.265	13.352	16.561	18.141
Bed	18.569	25.055	31.338	34.303

Source: (Duran, 2005, p. 6)

The number of visitors to the city also witnessed an increase, as in 1992 the number of visitors reached 1,874,734, an increase of 141,832 over the year 1990 during which the number of visitors was 1,732,902. The number of visitors in 2001 reached 3,378,635, and this indicates the improvement of the international tourist destination of Barcelona since it hosted the Olympic Games in the year 1992.

Table 2: Evolution in the number of visitors to Barcelona

Years	1990	1992	2000	2001
Number of Visitors	1.732.902	1.874.734	3.141.162	3.378.635

Source : (Duran, 2005, p. 6)

#### 4.2. Germany

In Germany, which hosted the 2006 World Cup, the German government declared that Germany is the real winner of the FIFA World Cup, not Italy, which has won the tournament, and this is because the tournament has given the country great economic prosperity and has redrawn its external image, especially from the tourism side.

German Sports Minister Wolfgang Schaueble said that the tournament organized in his country contributed to the creation of thousands of job opportunities and services flourished due to it, which was widely criticized in the past. It also modernized the country's infrastructure, which revived with it tourism.

As Schaueble said in a press conference about a report covering the impact of the tournament, "Italy may have won the championship title from a sports point of view, but Germany is the real winner in the World Cup. We analyzed the effects and found that all kinds of results were positive."

The national product in Germany grew by about 2.5% in 2006, ie an increase more than three times over the year 2005, which is the most increase in six years, and this is a rate that exceeded expectations.

There were about 2 million additional tourists in Germany which led to a 31% increase in hotel operations (Germany is the real winner of the 2006 World Cup, 2011).

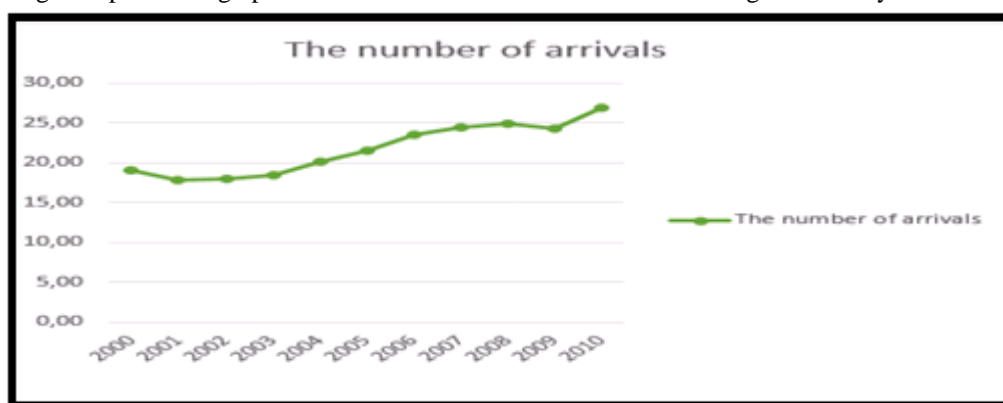
The following table shows the number of international tourists coming to Germany between 2000 and 2010.

Table 3: The number of tourists coming to Germany between 2006-2010 "The unit is one million tourists"

Years	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
The number of arrivals	18.98	17.86	17.97	18.40	20.14	21.50	23.57	24.42	24.88	24.22	26.88

Source: Prepared by researchers, based on World Bank statistics

The next figure represents a graphic translation of the number of tourists coming to Germany between 2000 and 2010.



Source: Prepared by researchers based on data in Table 3

Figure No 3: The number of tourists coming to Germany, "the unit is one million tourists"

Through the figure, we notice that the number of arrivals to Germany in 2000, the year in which it won the honor of organizing the 2006 FIFA World Cup, was estimated at 18.98 million visitors. This number decreased over the next three years and then began to rise in 2005, reaching 21.50 million visitors, one year before the start of the tournament. As for

the year of organizing the tournament, the number of tourists coming to Germany reached 23.57 million, which increased by two million tourists, and this may be due to its hosting of the great sporting event represented by the World Cup.

This change in the number of tourists coming to Germany was offset by a change in international tourism receipts, as shown in Table 4.

Table 4: International tourism revenues for Germany between 2006-2010 "Unit billion dollars"

Years	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
International tourism receipts	24.94	24.18	26.72	30.13	36.42	40.52	45.56	49.32	53.40	47.50	49.14

Source: Prepared by researchers, based on World Bank statistics

Through the table it becomes clear to us that Germany's revenues from international tourism in the year 2000 "the year in which Germany won the organization of the FIFA World Cup" amounted to 24.94 billion dollars, this value decreased during the following year in return for the decrease in the number of tourist arrivals; Then the value of revenues rose to reach \$ 40.52 billion a year before the incubation of global competition, and then increased by about \$ 4 billion to reach \$ 45.56 billion in the year in which Germany embraced global competition.

The German minister also said that in the past, people used to say that Germany is like the desert when it comes to service activities, and suddenly everyone found how friendly Germany could be and 90% of its visitors wanted to return to it.

#### 4.3. Brazil

In Brazil, the Brazilian government announced that 1,015,000 foreigners from 203 countries visited Brazil in the World Cup Finals between June 10 and July 13, in 2014. Among the Brazilians there were 3.05 million tourists. Tourism Minister Vinicius Lages said that Brazil expected to attend 600,000 foreign tourists during the 30-day tournament, but it received 1,015,000 tourists from 203 different countries. A survey conducted at airports in 12 host cities and 10 land borders indicated that 95 percent of foreign tourists intend to return to Brazil.

Furthermore, during the World Cup period, more than three million Brazilians traveled to all parts of the country to attend the World Cup, which was covered by more than 20 thousand journalists. 16.7 million People were transported across the country during the competition with a record high of 572,000 passengers in one day, according to figures from the Ministry of Civil Aviation (Leparsien, 2014).

In addition, Brazil received 6.43 million international tourists in 2014, the year of the FIFA World Cup, an increase of 10.6% over the year 2013. The total revenue from international tourists who visited Brazil amounted to US \$ 6.8 trillion, an increase of 2% over 2013, which is a record high. New to the country.

The main reason for the impact on tourism in Brazil in recent years is the impact of its hosting of two of the largest sporting events in the world, the 2014 World Cup and the Olympic Games in 2016. The legacy of these events is also expected to help Brazil achieve a good level of international tourism in the next decade (OECD Publishing, 2016).

The following table represents the number of tourists coming to Brazil between 2007 and 2018.

Table 5: The number of tourist arrivals to Brazil between 2007 and 2018 "The unit is one million tourists"

Years	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
The number of arrivals	5,03	5,05	4,80	5,16	5,43	5,68	5,81	6,43	6,31	6,55	6,59	6,62

Source: Prepared by researchers, based on World Bank statistics

The next figure shows a graphical representation of the number of international tourists coming to Brazil between 2007 and 2018.

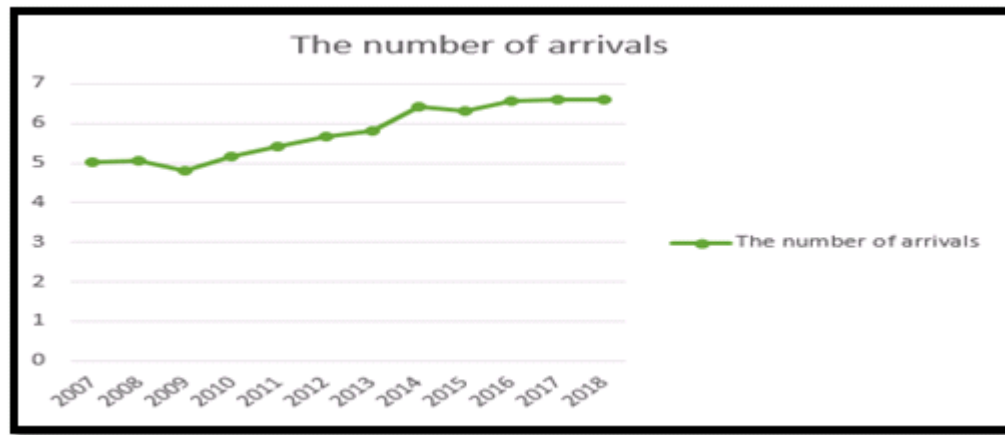


Figure 4: The number of tourists coming to Brazil “The unit is one million tourists”

Source: Prepared by researchers based on data in Table5

Through the graph, we note that the number of arrivals in 2007, the year Brazil won the honor of hosting the World Cup, was 5.03 million visitors, rising slightly to 5.05 million. Then there was a decrease to 4.08 million due to the financial crisis, then returning to increase successively from 2009 to 2014 to reach the highest value. The number reached has 6.43 million expatriates in 2014, which is the year of its hosting of the global event, to know a slight decrease in the year after, then it returns to rise in 2016, which is the year of its hosting of the Olympic Games, to reach 6.55 million visitors.

Noting that the number of tourists in this table is for airline passengers.

This change in the number of arrivals to Brazil due to its hosting of the two global sporting events was matched by an improvement in its general revenues from tourism, as the following table shows the revenues of Brazil from tourism from 2007 to 2018.

Table 6: The international tourism revenues of Brazil between 2007-2018 "The unit is one billion dollars"

Years	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
International tourism receipts	5.28	6.11	5.63	5.52	6.37	6.62	6.78	7.41	6.25	6.61	6.17	6.32

Source: Prepared by researchers, based on World Bank statistics

Through the table, we can see that Brazil's revenue from international tourism in 2007, “the year Brazil won to host the FIFA World Cup”, amounted to 5.28 billion dollars; This value increased during the following year in exchange for the increase in the number of tourist arrivals; Two years later (2009-2010) the value of revenues decreased, due in large part to the global financial crisis; After that, the value of international tourism revenues to Brazil increased continuously, reaching its highest value of \$ 7.41 billion in 2014, which is the year of organizing the World Cup. A year after that, there was a decrease of more than one billion dollars, to return to the rise in the following year due to its hosting of the Olympic Games, to reach \$ 6.61 billion.

#### 4.4. Qatar

Qatar’s hosting of the FIFA World Cup in 2022 is seeking to dazzle the world through its construction of high-level sports facilities and advanced infrastructure to become a global sporting and tourist destination, and the Qatari government has allocated huge sums of money to host the most important event in the world. In a press interview, Qatari Finance Minister Sharif Al-Emadi said that his country is spending \$ 500 million a week on building the infrastructure to host the global event, stressing that these huge expenditures will continue until 2021.

According to the Qatari minister’s statement, Qatar will spend \$ 200 billion until 2022. These costs are not intended for stadiums and sports facilities only, but will also include highways, railways, ports, airports and hospitals (JADEED, 2017).

According to the expectations of the Secretary-General of the World Tourism Organization, Talib Al-Rifai, the 2022 FIFA World Cup will contribute significantly to a major tourism boom in the State of Qatar, which will host the tournament, and even the countries Gulf neighboring.

In an exclusive interview with Al-Jazeera Net, Al-Rifai said that the interest in Qatar as an important destination for various types of tourism and travel activities in the global tourist markets, especially the European ones, is expected to

gradually escalate with the approaching date of the World Cup. It reached an unprecedented level during the time of organizing this tournament.

He added that the aspects of tourism benefit from the World Cup will be general and extend from Qatar to the neighboring Arab countries. This is “because large segments of football fans will seek to take advantage of this opportunity to travel to Oman, the Emirates or Saudi Arabia, seeking to learn about the culture and traditions of these countries and their tourist attractions and spend some time”.

The State of Qatar has realized the importance and role of sport and the extent of its contribution to advancing development and as one of the sources of diversification of economic income. Hence Qatar has put in place a national strategy for the development of sports tourism that attracts through it the masses eager to follow its clubs, teams and athletes by hosting many big matches.

The General Authority for Tourism has succeeded in attracting the attention of sports fans around the world to Qatar, and to shed light on the capabilities and world-class facilities, through the signing of several partnership agreements with the most important and largest international sports institutions.

Among the things that contributed to strengthening this partnership is the wonderful winter weather enjoyed by the State of Qatar, which prompted many international sports teams to set up their winter camps in Doha.

Among the most prominent of these clubs are Paris Saint-Germain, based on the great popularity of football at the global level, on the one hand, and Paris Saint-Germain with its various sports teams on the other hand, the General Authority for Tourism. Since 2012, it has entered into a strategic partnership with this club aimed at promoting the tourism offers of sports and leisure tourism offered by Qatar.

Qatar has witnessed several rounds for Paris Saint-Germain teams, including the 2014 and 2015 Qatar Handball Tour, the 2015 Qatar Women's Tour, and the Qatar Winter Tour in 2013 and 2015, and it also hosted the club's winter tour during December 2017, which was Attended it by all the team's stars, led by Neymar and Cavani. So that the stars of the team filmed a video clip about Qatar and what it offers for adventure lovers, and the video was watched by millions of fans of the team around the world.

The 2018 Winter Team Tour witnessed the participation of the team's stars for the first time in the camel race. The purpose of this participation was to promote tourism for this sport across the world and attract millions of followers around the world to this sport in general and to the State of Qatar in particular.

Qatar has also witnessed the hosting of many matches between the biggest teams and international clubs, such as the match between England and Brazil, Brazil with Argentina, Spain with Uruguay, in addition to hosting a friendly match between the Egyptian national team and the Brazilian team, and Doha hosted the Egyptian Al-Ahly matches with Bayern Munich, Germany. , Real Madrid, Spain, with Paris Saint-Germain, France, the Italian Super Match between Juventus and Naples, and many European teams' camps, most notably Manchester United, Bayern Munich, the German Schalke and Juventus of Italy.

The aim behind hosting these global matches between the largest teams and clubs is to bring the largest possible number of fans and sports celebrities to stimulate the sports movement and to benefit from it in stimulating the tourism movement and promoting it through sporting events. In this regard, Mr. Rashid Al Quraisi, Head of the Marketing and Promotion Sector of the General Authority emphasized for tourism, hosting camps for international teams and important meetings between sports giants will give Qatar a tremendous economic benefit, in addition to drawing the attention of millions to the tourism and sports potentials that the country enjoys. For example, during the Italian Super Cup in 2016, Qatar recorded tourism expenditures of more than 9 million Qatari riyals, considering that one visitor who comes to watch a match spends a night and a half, during which he spends 1280 riyals (ARABS Website, 2018).

The State of Qatar annually hosts nearly 80 sporting events and world-class championships in many sports fields. Indeed, Qatar has become the first country in the Middle East region to have the honor to host the IAAF World Championships (2019) and the FIFA World Cup (2022). Moreover, the World Swimming Championships (2023). These tournaments provide a unique opportunity for the Qatari tourism sector to benefit from the audience of these international events and provide them with unique Qatari experiences.

For all this, Qatar has been interested in constructing the largest stadiums, cities and sports facilities for various types of sports. The Aspire Academy for Sports Excellence is a model to be emulated and this is through its availability of sports facilities of international standards, in addition to the Aspetar Hospital, which is one of the largest and best sports hospitals in specialized sports medicine and surgery. FIFA has ranked it among the top 10 hospitals in the world, as it attracts athletes from various specialties and from various countries of the world who visit it for treatment and recovery from sports injuries they are exposed to, in addition to sports rehabilitation after treatment.

In order for the State of Qatar to be able to attract the world's attention, in order to host the largest international sporting events, it had to pay attention to the media aspect. In order to be able to highlight its organizational capabilities and present its sports facilities at the international level. This is what she initiated by establishing a bouquet of Al Jazeera sports channels, which were established on the first of August 2003 as a branch of Al Jazeera, and began broadcasting on the first of November 2003 as a single channel. The channel then turned into a group of channels on August 27, 2005,

and on January 1, 2014, it changed its name to bein Sport, to now contain a bouquet of free and encrypted channels, which are currently 17 under the bein media network.

It transmits various international and continental sporting events and events and the strongest international leagues exclusively, in different languages Arabic, French, English and Spanish, and provided all the possibilities for success until it became number one in the global sports media through its purchase of most of the rights to broadcast major international tournaments. Henceforth, Bein Sport has exclusive rights in Broadcasting sports competitions and tournaments in the Middle East and North Africa regions, as it has the right to transfer major football tournaments such as the FIFA World Cup, the European Champions League, the English League, the Italian League, the Spanish League, the German League and other soccer tournaments, tennis tournaments, tournaments and other games. All of these depends in its coverage of events using advanced technologies in broadcasting in HD, modern studios, and a constellation of the finest journalists in the field of sports media and analysts at a large level, The media group is making huge profits by broadcasting exclusively in the Arab region and North Africa. Bein Sport also contributed greatly to promoting the Qatari file to host the 2022 World Cup.

## **5. Conclusion**

The role of sports is no longer limited to entertainment and recreation only; Rather, it plays an important role, in addition to its cultural and social role, as the sports sector has become one of the main pillars of the economies of many countries, especially developed countries. It has an important role in supporting countries' economies, and it is an important marketing sector through which it is possible to market tournaments can be marketed that will benefit the financial and economic benefit of the host country, in addition to marketing the country from the tourism side. Sport has become a way to attract athletes and tourists from different parts of the world, whether to practice sports or watch sporting events, which will positively affect the tourism sector in the country, and this is what prompted many countries to pay attention to sports tourism Because she sheds light on the infrastructure of the host countries for sporting events and their capabilities and tourist facilities; In addition to being a tourist attraction.

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