



RESEARCH ARTICLE

THE REQUIREMENTS OF APPLYING THE PARTNERSHIP OF EGYPTIAN SPORT CLUBS WITH THE PRIVATE SECTOR

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ABSTRACT

The present research aims at recognizing the requirements of applying the partnership of Egyptian sport clubs with the private sector. The researchers used the descriptive method (surveying studies). The research community is represented in under secretaries, general managers, departments directories at Ministry of youth and sport, some employees at sport federation, departments of youth and sport and sport clubs at Arab Republic of Egypt. The research sample was selected randomly from the research community of (208) individuals. The researchers used the questionnaire of the requirements of applying the systems of sport clubs partnership with the private sector as a tool or data collection. The most important findings are the necessity of considering the requirements availability of applying the system of Egyptian sport clubs partnership with the private sector. The most important recommendations were developing investment maps showing for the investors the projects that can be executed at sport clubs in the light of the partnership concepts with the private sector.

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INTRODUCTION

In accordance with the political and economical nation approach aiming at strengthening the national economy, jump – start the economy, versifying income sources and rationalizing the expenditure on different activities and services, among them are sport activity institutions for it's economical, social, political and information return, so it should provide the best pattern of national work for achieving home hopes and goals to make use of sport in development and benefiting from investment programs, economical experience and the scientific management that sport depends on self financial, transferring these resources to school and university sport and preparing the national teams as the broad base for all institutions working in the nation, consequently alleviating the burden on the general budget of the nation without compromising what the constitution and the law state of duties and responsibilities required from sport activity institutions,

Partnership between general and private sector is considered an attractive for both public and private sector. As for the public sector, it benefits from the private investment in the basic structure without adding burdens on the general budget or on the level of loan and debt, on the contrary, these projects may become a source for long term earnings, from another angel, management competence in the private sector and it's ability on creativity can lead to increase the competence, and this in return translates a mixture of the better quality and less cost for services (Gladyspalmer, 2009. p4), Cooperation between the public – private sector benefits in the ability to develop good general goods in which either sectors can't do it individually, but sharing in danger is considered an important incentive for both sectors to enter into partnership. Based upon this, there is a definition that is put into consideration that is "the continuous cooperation between general and private sector aiming at providing public goods or services and dividing risks, costs and resources related with these products through an institutional frame (i.m.f, 2004,p4), Partnerships that different parties make may allow reaching a new slide of the targeted ones, consequently widening the base of the popular support for efforts that the government or non government authorities exert, and partnerships can form an important method for non government organizations to construct it's abilities, promote for them. (Bovaird, T, 2010, P36).

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It is no secret for anyone that there is a shortage in credentials of sport clubs, these clubs can't meet it's obligations because of the littleness of the financial credentials leading to performing the service in default, whether this default was in the type of the provided activity or it's quality, as well as the installations. When using the partnership system, this lifts a great burden from clubs, provides a lot of money that may be used to perform another service, replaces the private sector (the investor), Partnership is of the definitive matter that all sport clubs should seek. So sport institutions should run randomly and every institution makes contracts procedures in a special way that they fall with the specialized administrative authorities with several of the financial problems that may reach to abolish these projects and lawful harm, Through the researcher knowledge of the previous studies, the researcher found the rarity of the studies that dealt with developing the requirements for applying the system of partnership with the private sector in sport clubs that stimulates the researchers to conduct this study as a kind of providing support for these clubs to increase it's ability on providing the appropriate financial credentials through putting them on the right road for applying the requirements and systems of partnership.

Goal of the research: The present research aims at recognizing the requirements of applying Egyptian sport clubs partnership with the private sector.

Questions of the research:

- What are the management and organized dimensions for applying systems of sport clubs partnership with the private sector ?
- What are the lawful dimensions for applying systems of sport clubs partnership with the private sector ?
- 3-What are the regulations related with the partnership contracts and the expected risks ?

Procedures of the research

Method of the research: The researcher used the descriptive method (surveying studies) with it's steps and procedures for it's appropriateness to achieve the research goals.

Community and sample of the research: Community of the research is reoesented in under secretaries, general managers, department directors at ministry of youth and sport, some employees at sport federations, departments of youth and sport and sport clubs at Arab Republic of Egypt. The sample of the research was selected randomly from the research community of (208) individuals

Tool of the research: A questionnaire of the requirements for applying systems of sport clubs partnership with the private sector (prepared by the researcher):

Reading and cognizance: The researcher acquaints several studies and references that dealt with the partnership with the private sector in all scientific fields.

Determining the goal of the questionnaire: Recognizing the requirements of applying sport clubs partnership with the private sector in the investment projects.

Determining the questionnaire axes: The researchers developed a set of axes and displayed on experts in the field of sport management of (7) experts where their experience period in the field is no less than (10) years to show opinion about the appropriateness of these axes for the research subject. The percentage of the experts opinions about the extent of the questionnaire axes appropriateness ranged between (57%: 100%). The researcher accepted a percent of 70% and more to accept the axis, and based upon this, the axes (methods of selecting the partnership projects and procedures of it's execution, the followed methods for applying systems of sport clubs with the private sector) were excluded.

Formulating the questionnaire statements: The researchers developed a set of statements for every axis of the questionnaire final axes of (26) statements divided on the questionnaire axes.

The initial form of the questionnaire: The researchers presented these statements on a set of experts in the field of sport management of (7) experts and their experience in the field is no less than (10) years to show opinion in the extent of items appropriateness for the research axes. statements that have a percent less than 70% were excluded. The excluded statements were (1) statement, hence, the statements number were (25) ones.

Correcting the questionnaire: For correcting the questionnaire, the researchers developed a triple estimated balance. The statements were corrected as follows (agree (3) scores, somewhat (2) scores, disagree (1) score.

The scientific coefficients of the questionnaire

Validity: To calculate the questionnaire validity, the researchers used the following methods:

Validity of the content: The researchers presented the questionnaire on a set of experts in the field of sport management of (7) experts to show opinion in the questionnaire appropriateness whether in terms of axes and statements of each axis and the extent of these statements appropriateness for the axis they represent. The percentage of the experts opinions of the questionnaire statements ranged between (43% : 100%), so, statements that have a percent less than (70%) of the experts agreement were deleted. The deleted statements were (1) statement, so the questionnaire statements were (25) ones.

The validity of the internal consistency: To calculate the validity, the questionnaire internal consistency was used where it was applied on a sample of (30) individuals from the research community and outside the original sample of the research. Correlation coefficients between the score of each statement of the questionnaire and it's axis score ranged between (0.48: 0.93). Correlation coefficients between each score of the questionnaire statements and total score of the questionnaire ranged between (0.86 : 0.95) and they are statistically significant indicating the questionnaire validity.

Reliability: To calculate reliability, the researcher used Cronbach's alpha by applying it on a sample of (30) individuals from the research community and outside the

Table 1 . The estimated score, percentage and order of the sample opinions for the statements of (the first axis : the management and organized dimensions for applying system of sport clubs partnership with the private sector) (n= 208)

N	Statements	The estimated score	The percentage	Chi square value
1-	Developing a system for the investors helping them to increase functioning their money in sport field.	591	94.71	252.64
2-	Consulting the advanced countries in the field of partnership in sport field and attempting to follow it to be appropriate with Egyptian society nature, it's customs and traditions	588	94.23	237.38
3-	The previous planning for how to manage and operate clubs under contemporary economic thinking.	587	94.07	236.38
4-	Using specialists in the field of partnership when developing investment plans.	622	99.68	404.12
5-	Easiness of getting licenses necessary for holding projects from the administrative authorities in the nation.	599	95.99	284.03
6-	Issuing decisions from the governorate guiding and motivating the investor to hold his projects inside the club.	600	96.15	288.62
7-	Issuing economic decisions promoting and motivating the investor to enter the club.	613	98.24	353.49
8-	Appointing a technical investment institution to conduct feasibility studies.	597	95.67	275.03
9-	Including sport among the developmental and investment plan of the nation.	603	96.63	302.72

The tabulated (chi square) value at a significance level (0.05) = 5.99 It is shown from table (1) the following :

Table 2. The estimated score, percentage and order of the sample opinions for the statements of (the third axis : the lawful dimensions for applying system of sport clubs partnership with the private sector) (n= 208)

N	Statements	The estimated score	The percentage	Chi square value
10-	Acting a law for investment promoting the investor on the investment inside the club.	603	96.63	302.72
11-	The ability of legislations developed by the nation in place now on applying partnership systems.	597	95.67	275.03
12-	Developing laws for guarantee the private investment and guarantee the function of free market economy.	605	96.96	312.41
13-	Leaving freedom entirely for sport authorities in determining partnership aspects inside it and it's full law responsibility for this.	602	96.47	297.96
14-	The presence of one government authority, specific in name undertaking planning for partnership projects and this authority is responsible for managing the data of these projects and negotiating with the investors.	606	97.12	317.35
15-	Developing rules that govern partnership contracts inside clubs.	597	95.67	275.03
16-	Providing law, economical and financial mechanisms and methods that can be applied by sport clubs in the frame of partnership process.	595	95.35	266.26
17-	Considering the lawful nature of partnership contracts when applying or initiating or thinking in applying it on clubs.	608	97.44	327.38

It is shown from table (2) the following :

Table 3. The estimated score, percentage and order of the sample opinions for the statements of (the fourth axis : determining the regulations related with partnership contracts and the expected risks) (n= 208)

N	Statements	The estimated score	The percentage	Chi square value
18-	Determining the basic structure that is available for the project accurately and the regulations that can be initiated in the future to conduct expansions of the project.	616	98.72	369.85
19-	The appropriateness of the physical return from the project conduct through partnership systems with the private sector and exceeds the determined and expected limit from conducting the project with other different methods.	606	97.12	317.35
20-	Emphasizing the club ownership of the project after ending the lawful period for contracting with the private sector and confirming the extent of the basic infrastructure of the project.	595	95.35	266.26
21-	Determining rights and obligations of the private sector during executing the project and the procedures that can be taken in the case of it's violation of any item of the contract.	599	95.99	284.03
22-	Developing mechanisms through which the immediate contract can be ended with the investor and he bears the expenses entirely when violating the contract.	595	95.35	266.26
23-	The accurate determination for the contracts with the investor according to the circumstances surrounded the project from human and physical forces that are able to run the project in the future.	589	94.39	241.34
24-	Providing the information related with all the project aspects for all parties participating in the contract of partnership projects.	589	94.39	241.34
25-	Developing clear contract items that include that there are no risks in the final reception for the physical origins of the project from the investor.	603	96.63	302.72

It is shown from table (3) the following :

original sample. Alpha coefficients of the questionnaire ranged between (0.89: 0.96) and they are statistically significant indicating the questionnaire reliability.

Statistical treatments

- The percentage - correlation coefficient
- Cronbach's alpha coefficient -estimation balance
- The estimated score - Chi square

Presenting, discussing and interpreting the findings:

It is shown from table (1) the following:

- The percentage of the research sample opinion in statements of the second axis: " management and organized axes for applying systems of sport clubs partnership with the private sector ranged between (94.07% : 99.68%).
- -There are statistically significant differences between the research sample opinions in all statements and in the direction of agreement.

The researcher attributes this finding to the necessity of depending on the management and organized dimensions for applying systems of sport clubs partnership with the private sector for its importance to accomplish the partnership process with the private sector and the necessity of depending upon it to accomplish the project procedures. And this what the findings of " Huda H.AL-Khaja " study (2001) indicated to the investors reluctant from sport field for the absence of economical policy (sport philosophy), specialized management experiences, weakness of sport level and awareness weakness with the importance of sport that doesn't promote sport investment.

- The percentage of the research sample opinion in statements of the third axis: " legislative axes for applying systems of sport clubs partnership with the private sector ranged between (95.35%: 97.44%).
- -There are statistically significant differences between the research sample opinions in all statements and in the direction of agreement.

The researcher attributes this finding to the necessity of depending upon the legislative dimensions for applying systems of sport clubs partnership with the private sector and paying attention to it when initiating in executing the investment projects because the legislative matters, if they are properly used, will lead to the project failure and the presence of several legislative fault aspects. This what the findings of " Kazimierz Perechuda " study (2002) confirmed, where it's findings indicated to providing modern lawful and economical mechanisms and methods that can be applied by sport institutions in the frame of reconstruction process, and the study of " Huda H.AL-Kjaja " (2001), where it's findings indicated to bureaucracy spread represented with the legislative frame and Incompatibility with technological and information structure to promote marketing in sport institutions.

- The percentage of the research sample opinion in statements of the fourth axis : " determining the

regulations related with partnership contracts and the expected risks ranged between (94.39% : 98.72%).

- -There are statistically significant differences between the research sample opinions in all statements and in the direction of agreement.

The researcher attributes this finding to the necessity of determining the regulations related with partnership contracts and the expected risks that are considered of the important matters that the investor wants to know and concern with as a guarantee for his project success. This is what " Kazimierz Perechuda " study (2002) confirmed where it's findings indicated to provide modern economical and financial mechanisms and methods that can be applied by sport institutions in the frame of reconstruction process.

Conclusions

- The necessity of considering the availability of the requirements for applying system of sport clubs partnership with the private sector.
- The necessity of providing methods of selecting partnership projects and procedures of its execution inside sport clubs.
- Dependence upon the management and organized dimensions for applying systems of sport clubs partnership with the private sector.
- Considering the legislative dimensions for applying systems of sport clubs partnership with the private sector.
- 5-Determining the regulations related with partnership contracts and the expected risks inside sport clubs.

Recommendations

- Developing investment maps displaying for the investors the projects that can be executed at sport clubs in the light of partnership concepts with the private sector.
- Accuracy in selecting the scientific and practical competencies to execute the suggested perception to guarantee its success and achieve its desired goals.
- Conducting continuous evaluation process for partnership projects with the private sector to recognize the extent of its benefit and know the negatives that prevent its development.
- The necessity that investment department at ministry of youth and sport must interest in applying partnership methods with the private sector in all sport clubs and develop its regulations.
- Developing a clear and specific plan that can be followed in educating and qualifying employees in sport clubs to guarantee preparing leaders and leaderships specialized in the fields of investment and privatization.

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