

Planning and it's impacts on sporting events in the Kingdom of Saudi Arabia

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Abstract

This study, titled "Planning and its Impact on Sporting Events in the Kingdom of Saudi Arabia," explores the role of meticulous planning in the success of sporting events within the country. The research aims to understand how effective planning contributes to the goals outlined in Vision 2030, a national transformation plan that emphasizes establishing Saudi Arabia as a global sporting hub.

sport events on a wider scale, specifically in regards to their operational planning. With major sport events taking place so frequently it is the hope of the researcher to contribute to the literature on the operational planning of these events in order to aid in the efficiency and effectiveness of future events. The researcher also seeks a

career in event management, with a specific focus on major sport events, and feels this research will assist in this goal.

The research questions underlying this thesis are as follows:

- 1) What can previous major sport events provide to guide the operational management of future events?
 - 2) What are the operational issues that arise in the planning and execution of a major sport event, how are they mitigated and what are the strategies used to deal with these issues?
- Results, Economic Impact: Quantify how effective planning contributes to factors like increased tourism revenue, job creation in hospitality and service sectors, and infrastructure development around sporting venues. This could involve analyzing pre- and post-event

economic data, along with surveys targeting businesses and individuals.

Social Impact: Measure how planning influences participation in sports at various levels (grassroots to professional), community engagement through volunteer programs and event activations, and a sense of national pride through successful events and athlete achievements. Studies could involve surveys of residents, participation data in sporting programs, and social media sentiment analysis.

Recommendations

Strategic Planning: Developing long-term plans that not only align with Vision 2030 goals but also consider the evolving global sporting landscape. This could involve creating a roadmap for fostering a diverse sporting ecosystem that caters to a range of sports, athlete development programs, and spectator experiences.

Future Research

The impact of mega-events vs. smaller, regular sporting events: Analyze the cost-benefit ratio, legacy impact, and audience reach of mega-events like the Olympics compared to hosting smaller, recurring events like international tournaments or regional competitions

*** Introduction**

If looking back to ancient times one recognizes that sport events

have already played an important role and affected the people's life. The marathon and the Olympic Games were founded back in these days and if observing the same events nowadays it can be seen, that the event industry has turned into an important sector. The industry can be determined into various conceptual dimensions where single and multi-sport formats, either one-day tournaments or year around championships are organized during a year. The dimensions also vary in terms of ability and attainment which means so-called grassroots sport events (events that are new to the sports) or elite events (for skilled performers) attract different athletes and spectators (Masterman, 2004). It can be seen further that especially larger events focus beside the sporting acts on elements like music and other entertaining factors and not always have sports activities and competition at their core. The customer expectation is therefore high and also the demands of the media have led to the fact that new innovations must be used for staging an event (Masterman, 2004).

The environment can be perceived as fast paced and new sport trends occur almost every year. Therefore in recent years the hosting of sport events, whether large

international events (Olympic Games) or smaller niche interest events have become more and more important. The benefits, which are created during the period of staging an event, can have impact on the local economy and environment (Ritchie, 1984) like additional employment as well as long lasting impacts on the tourism industry. Ritchie and Smith (1991) emphasize here the importance towards destinations and brand image as a result of the related media exposure (TV and print). Due to this fact sport events can be perceived as short-term projects with long-term consequences (Roche, 1994). The planning and organizing process have become therefore a complicated task, where the different duties and interests of various stakeholder groups need to be managed. But what does success in this context mean? When do companies and event agencies which are assigned for the organizing and planning process consider an event as successful? In search which are these relevant success factors it was recognized that the field of project management has studied this subject for already 40 years where the concept of project success and failure was topic of numerous studies and many articles have been written in this field

Major sport events are highly prominent in today's sport culture. They are often referred to in different ways, including mega-events (Roche, 2000), mega sporting events (Byers, Slack & Parent, 2012) and hallmark events (Ritchie, 1984). The varying terms share similarities, with common themes being mentioned, such as size of the event, economic and tourism impact, being held regularly but often on a one-off basis per city, and duration of event (Bowdin, Allen, Harris, McDonnell & O'Toole, 2012; Byers, Slack, & Parent, 2012; Getz, 1997; Ritchie, 1984). Throughout this document a largescale sporting event will be called a major sport event, which Doherty (2009) referred to as a one-time or perhaps annual sport competition, as opposed to a league. Examples of major sport events that can be categorized this way include the Olympic Games, the Pan Am Games, the Commonwealth Games, the Fédération Internationale de Football Association (FIFA) World Cup tournaments and various other local, collegiate, national and international sport competitions. The prominence of the aforementioned major sport events has led to an abundance of event management literature utilizing these events as case studies, with a focus on various

event management topics, which is discussed in detail in Chapter Two.

*** The Researcher**

sport events on a wider scale, specifically in regards to their operational planning. With major sport events taking place so frequently it is the hope of the researcher to contribute to the literature on the operational planning of these events in order to aid in the efficiency and effectiveness of future events. The researcher also seeks a career in event management, with a specific focus on major sport events, and feels this research will assist in this goal.

*** Outline of Research**

The purpose of this study was to examine the operational planning, implementation and execution issues of major sport events, as well as the mitigation and management strategies used to address these issues, with the aim of determining best practices in sport event operational planning.

The research questions underlying this thesis are as follows:-

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2- What are the operational issues that arise in the planning and execution of a major sport event, how

are they mitigated and what are the strategies used to deal with these issues?

3- What are the best practices for sport event operational planning and how can these practices aid future events?

Data collection was comprised of two methods, The methods included in-depth interviews, and questionnaires.

This consists of five chapters, which includes this chapter, Chapter One: Introduction. This is followed by Chapter Two: Literature Review and Chapter Three: Methods. Finally, Chapter Four: Results and Discussion is presented and the document ends with Chapter Five: Conclusions. Chapter Two examines literature related to event management topics, which includes the economic impacts of events on host cities)

*** Event Management**

There is a variety of management literature available on event management with a primary focus on major sport events. For instance, prevalent literature examines economic impacts of events on host cities (Baade & Matheson, 2004; Crompton, 1995; Preuss, 2005),

Each of these areas will be outlined in the literature offered below as all of these topics are

ultimately related to the operational planning and execution of major sport events.

*** Literature**

1- Theoretical review: The debate surrounding the economic impact of hosting major sporting events hinges on infrastructure development, with a spectrum of positive and negative perspectives. Proponents like Khalifa (2020) and Lin & Lu (2018) see potential for economic growth through improved infrastructure, while Dimitrovski et al. (2021) raise concerns about excessive costs outweighing benefits. A key issue is unclear cost-benefit analysis, particularly for less developed countries (Chutipongdech & Kampitak, 2022).

While studies like Ramasamy et al. (2022), Gulak-Lipka & Jagielski (2020), and Jensen (2021) highlight positive impacts on infrastructure like transportation and stadiums, the complexity of economic effects is emphasized by Wikarya et al. (2022). Factors like event type, timing, and the host nation's existing infrastructure significantly influence outcomes.

The text concludes by suggesting that hosting major events like the World Cup might be best suited for countries with already established economies. This stems

from the mixed outcomes linked to infrastructure development, where established economies may be better equipped to handle potential financial burdens and leverage long-term benefits.

It's important to remember that the cited studies likely have different methodologies and potential biases, so it's crucial to critically evaluate them before drawing conclusions. Additionally, the text primarily focuses on infrastructure, while other economic factors like tourism and branding also play a role in the debate. Considering these broader perspectives can provide a more holistic understanding of the complex economic impact of hosting major sporting events. (Kalfas et al., 2023).

Effective major sports events' management Athletic events management is the process of organizing and staging large, often broadcasted globally, sporting events. It includes a wide range of tasks which can incorporate among others: venue sourcing, venue negotiations, sponsorship acquisition and administration, ticketing and distribution, television production logistics management and coordination (Chanaron, 2014; Nordin, 2008).

Events management personnel typically have experience in

marketing or broadcasting and they can also understand the way that different types of events work.

There are a lot of jobs involved in running an athletic event, and those jobs usually fall under the purview of different people or teams (Bohlmann and Van Heerden, 2005; Li and Jago, 2013).

Sometimes, it's just one person doing everything on their own, but most often there will be a large team with many players (Crespo Sogas et al., 2021; Jack and Suri, 2011).

The way a well-managed event takes care dividing up responsibilities can make all the difference when it comes to success or disaster. There are so many facets to an event such as a marathon, from the location to the logistics, not to mention the immense number of participants and spectators. With little time for preparation, it can be overwhelming for even experienced event organizers. (Azzali, 2019; Irshad, 2011).

Experience and planning are crucial: Jensen (2021) emphasizes the unique expertise required and the importance of meticulous planning (Crespo Sogas et al., 2021; Dimitrovski et al., 2021).

Potential for financial gains: Major sporting events can be financially beneficial, but significant

upfront costs are needed for infrastructure development (Lin and Lu, 2018; Silva, 2022).

Balancing long-term vs. short-term costs: Cities hosting events often have existing infrastructure, and new projects should be carefully evaluated for long-term value and community access (Chatzitheodoridis and Kontogeorgos, 2020; Barajas et al., 2016; Kalogiannidis, Kontsas, et al., 2022a).

*** Positive Impacts**

1- Improved infrastructure: Hosting the Olympics often necessitates upgrades to transportation networks, roads, airports, and other infrastructure. This can benefit not only athletes and visitors but also residents for years to come.

2- Increased accessibility: Reduced traffic congestion and improved public transportation can make cities more livable and accessible for everyone.

3- Urban development: Investments in underprivileged areas and city beautification projects can revitalize neighborhoods and improve the overall quality of life.

4- Economic boost: The influx of tourism and investment associated with the Olympics can provide a temporary or even long-term economic boost.

Challenges and Considerations: -

1- Financial burden: The cost of hosting the Olympics can be substantial, and there's not always a guarantee of long-term economic benefits to offset the initial investment.

2- Displacement and gentrification: Upgrading neighborhoods can lead to displacement of residents and businesses, particularly in low-income areas.

3- Sustainability: Ensuring that infrastructure projects are sustainable and environmentally friendly is crucial to avoid negative long-term consequences.

4- Legacy planning: Careful planning is needed to ensure that the benefits of the Olympics extend beyond the games themselves and create a lasting positive impact on the host city. (Giraud, 2014; Mair et al., 2021; Malfas et al., 2004)

traditional economic impact assessments of major sporting events often have limitations: -

*** Limitations of current assessments**

Focus on direct spending: They mainly track how much attendees spend during the event, neglecting movement of public and private funds, especially

pre-event (Matheson and Baade, 2004; Theodoraki, 2016).

Ignore indirect and intangible factors: They miss broader social costs and benefits like reputation, public health, and environmental impact (Khalifa, 2020; Li and Jago, 2013).

*** Potential consequences of these limitations**

Overestimation of benefits: The focus on direct spending might overestimate the actual economic gain for the host city.

Neglecting potential downsides: Ignoring indirect factors can lead to overlooking negative social and environmental consequences.

Misinformed decision-making: Flawed assessments can influence decisions about hosting events without a complete understanding of the true impact.

*** Possible solutions and improvements**

More comprehensive analysis: Assessments should consider movement of funds throughout the event lifecycle, including pre-event planning and long-term impacts.

Incorporating indirect factors: Including qualitative studies and social impact assessments to

capture less easily quantifiable factors.

Transparency and critical evaluation: Recognizing the limitations of assessments and critically evaluating their methodologies and conclusions. (Khalifa, 2020; Li and Jago, 2013).

*** the economic impact of hosting World Championships events**

*** Key Points**

Pre-event planning matters: The study by Commerzbank (Bohlmann and Van Heerden, 2005) shows that foreign investments in construction increased significantly after the planning phase began, indicating the importance of early planning for infrastructure development.

Economic benefits can be seen before, during, and after the event: GDP per capita growth data suggests positive economic impact pre-event, during the event, and in the following year.

Impact varies across economies: The magnitude of economic benefits seems to be influenced by the host nation's pre-existing economic strength (Etiosa, 2012). Events might have a smaller impact in already robust economies (Young, 2022).

Consideration of external factors: The text acknowledges the

influence of broader economic trends, like downturns, on the observed data. (Young, 2022).

*** Portugal**

Investments: €800 million on a stadium and €330 million on airport expansion.

GDP growth: Increased by 0.2% annually between 2000-2003 and 0.25% in 2004 (Bohlmann and Van Heerden, 2005).

Key takeaway: Significant investments (1.13 billion €) led to moderate GDP growth, suggesting potential benefits but also highlighting the resource-intensive nature of hosting events.

*** Austria & Switzerland**

Switzerland: Invested 1.3 million Swiss francs, mainly in stadium renovations.

Austria: Invested 50 billion HUF (190 million EUR) in stadiums.

GDP growth: Both countries saw a slight increase (0.15% in Austria, 0.2% in Switzerland).

Key takeaways: Smaller investments generated similar growth, pointing to possible benefits without massive infrastructure projects.

Note: The text also mentions revenue increases (€321 million for Austria, €527 million for Switzerland), but without context, it's

hard to assess their significance. (Barajas et al., 2016).

hosting the European Football Championship in Poland and Ukraine in 2012. Here are some key points: -

Increased investments: Both countries saw significant increases in investments (9% in Ukraine, 8.5% in Poland), totaling 30.2 billion EUR in infrastructure and sports facilities (Li and Jago, 2013).

Economic recovery: The timing of the event coincided with a lessening of the economic crisis, potentially contributing to the positive economic impact.

Tourism boost: One million visitors generated 800 million EUR in revenue for both countries (Li and Jago, 2013).

Long-term GDP growth: Forecasts predict a 2% increase in Poland's GDP between 2008 and 2020 due to the event (Khalifa, 2020).

*** 2022 FIFA World Cup The impact of planning in an event**

Areas where planning played a critical role: -

Meeting FIFA requirements: As the text mentions, Qatar committed to strict FIFA demands. Meticulous planning across various aspects like infrastructure, logistics, and event operations was necessary to fulfill these

requirements on time and within budget.

Addressing challenges: The text hints at four "new challenges" posed by hosting the World Cup. Effective planning could have helped mitigate these challenges, whether related to infrastructure limitations, cultural differences, or potential social unrest.

Maximizing positive impacts: The text mentions potential benefits like increased tourism and investment. Strategic planning could have maximized these advantages while minimizing negative impacts like environmental damage or gentrification.

Managing diverse reactions: The mixed reactions to Qatar's hosting required a well-planned communication and engagement strategy to address concerns and build support from different stakeholders.

Collaboration: Successful execution is attributed to collaboration between local and international organizations, as well as with governmental bodies.

Investments: Foreign investments in infrastructure and other projects with high social and economic impact have been crucial since 2004.

Profitability: The event is expected to generate a profit of US\$200 billion for Qatar, suggesting benefits for both visitors and residents.

Planning: The announcement of Qatar as the host occurred in 2010, indicating long-term planning involved.

Social-economic impact The country has more clout thanks to the last three FWCs (FIFA World Cups) that South Africa, Brazil, and Russia hosted. In 2010, South Africa successfully hosted the 19th FIFA World Cup, making it the nation's most lucrative FIFA event to date (Maennig, 2017). The World Cup brought in around ZAR 29 billion for FIFA, which is an increase of 2% from the 2006 FIFA World Cup that was hosted in Germany. The bulk of the money made from the tournament went to FIFA, although South Africa also received a sizeable amount. More than ZAR 10 billion was made directly by the sports business via ticket sales, broadcast rights, sponsorship deals, and marketing (United Nations Alliance of Civilizations [UNAOC], 2021). The aforementioned number does not include revenue from non-sports activities like foreign tourists or any television commercials or other media linked to the event. During the

significant event, foreign tourists that traveled to South Africa because it spent almost ZAR 11 billion. The provinces who hosted it benefited from the infrastructural projects that were sparked by the 2010 event. The authorities also preferred to put foreign tourists and spectators in handy areas that had less crimes (Müller et al., 2016; Papanikos, 2015). As a consequence, the towns that sponsored the event profited as well. Therefore, despite the fact that all South African taxpayers paid for the cost of hosting 2010 FIFA World Cup, areas that were not linked directly to the event itself, were left out from the infrastructure improvements. However, holding the world cup was economically beneficial for the whole nation (Bas et al., 2020; EY, 2021).

Infrastructural development from major sports events Jack and Suri (2011) revealed that the development of the infrastructure is significantly impacted by the planning of hosting major athletic events. Jack and Suri (2011) emphasized the social effects of hosting major athletic events and the need for big events to spur economic growth beyond just tourism, job creation, and infrastructure improvement. Jack and Suri (2011) found that most nations hold major

sporting events not for the infrastructure advantages involved, but rather for the political successes they bring. According to the research by Hover et al. (2016), governments will ignore the greater costs of infrastructure projects, due to the benefits in their political careers and the subsequent increase in foreign cash for the nation. This research points out both the advantages and disadvantages of major athletic events, paying however more attention on the advantageous effects, such as the US\$24.8 billion benefit to Japan from the 2002 World Cup (Hover et al., 2016). Perić and Vitezić (2019) noted that the advantages of hosting a FIFA World Cup, like as the World Cup in Russia, are said to be enhanced by the political advantages. Perić and Vitezić (2019) claim that the 2018 FIFA World Cup in Russia was the costliest World Cup ever, despite the fact that the government still decided to hold it. The government provided a funding for the majority of the infrastructure enhancements, including advancements in stadiums and transportation. However, the contractors from whom they were able to win these bids were firms under Vladimir Putin's influence. According to the analysis, the World Cup's visitor inflow was similar to

the previous ones. The country's transportation revenue slightly increased only by 3%. Due to the high maintenance costs that will follow though, the economy may not be able to sustain the changes to the infrastructure. A study by Gulak-Lipka and Jagielski (2020) with 155 participants sought to determine the economic impacts of major sporting events on nearby communities. They gathered information through the use of questionnaires and developed participant opinions on the benefits and drawbacks of the major sporting events (MSE). Gulak-Lipka and Jagielski (2020) concluded that MSEs benefit host cities by bringing in more tourists, advancing infrastructure, and enhancing the country's reputation.

*** Sports And Recreation**

Both traditional and modern sports are popular in Saudi Arabia. The people of the Arabian Peninsula have enjoyed sports for thousands of years, including horse and camel racing, falconry and hunting with hounds. Today, modern sports are also popular – especially soccer.

A special effort has been made to encourage sports and make them accessible to the public. Hundreds of facilities have been established throughout the Kingdom so that all

Saudis can exercise regularly or enjoy popular spectator sports.

In addition, all levels of the Saudi educational system – from kindergarten through university – emphasize the importance of sports.

*** Modern sports**

Soccer is by far the most popular modern sport in Saudi Arabia. Saudis of all ages have taken the game to heart, from children scrimmaging on playgrounds to international matches battled out in spectacular modern stadiums.

There is a professional Saudi soccer league that is wildly popular among Saudis – friends and families often gather to cheer on their favorite teams, both on television and in stadiums. The highlight of the Saudi soccer league is its championship tournament known as the King's Cup. Fans also avidly follow the Saudi Arabian national soccer team in World Cup competition.

In addition to soccer, other organized sports have gained a following among Saudis, including volleyball, gymnastics, swimming and basketball.

Saudi Arabia has a number of first-class golf courses. American expatriates introduced golf to Saudi Arabia in the late 1940s when they created a course in the sand near Dhahran. They mixed oil with the

sand to keep the course from blowing away, a method that is still used in the Kingdom. Today, there are lush, green courses in that look like they belong in the tropics.

*** Sports facilities**

The Kingdom has a number of different types of sports facilities, ranging from major sports complexes to neighborhood facilities and clubs.

The huge sports complexes, called Sports Cities, are located in large population centers. Each complex has a stadium that can seat between 10,000 and 60,000 people, an indoor stadium seating 5,000, Olympic-size swimming pools, indoor and outdoor courts, playgrounds, conference halls, and sports medicine clinics.

Smaller than the Sports Cities, neighborhood sports facilities and playgrounds were built in large urban areas so that young Saudis can play sports like basketball and volleyball near their homes. These centers offer parks, open spaces, and facilities for indoor activities.

Local sports clubs are located in all cities and towns. They offer a range of facilities for different sports, including soccer fields, indoor and outdoor courts, swimming pools, playgrounds, recreational areas and accommodations for youth camps.

These clubs organize local events throughout the year.

*** Development of Sports**

The introduction of a national education system in the 1950s was the first step in the development of modern sports in Saudi Arabia. An integral part of the education system, sports spread throughout the country as new schools were built in large cities and small towns alike.

The development of sports acquired momentum with the introduction of the First Development Plan (1970-74). At the time, a decision was made to establish a nationwide network of sports facilities that could be enjoyed and used by all. The plan called for the construction of sports and athletic facilities, the establishment of recreational programs and the creation of clubs for the Kingdom's youth.

A further step in encouraging public participation in sporting activities was taken in 1974 with the establishment of the General Presidency of Youth Welfare (GPYW). Its mandate is to make sporting, recreational and cultural facilities and events accessible to young Saudis throughout the country and to get as many people interested and involved in these activities as possible.

The presidency's activities complement those of the Ministry of Education, which is responsible for maintaining physical education programs within the school system, and the Ministry of Higher Education, which oversees sports programs at Saudi Arabia's universities and colleges. Today, schools, colleges and universities emphasize sports as an integral part of their curriculum.

Outside the country's educational system, the GPYW is the primary provider of sports facilities and programs. With almost unlimited moral and material support from Saudi leaders, the GPYW has put into place a formidable sports structure and program that covers the entire country. Based on studies on population density and needs in various parts of the Kingdom, the GPYW initiated a three-tier program.

The first provides for the establishment of huge sports complexes -- called Sports Cities -- in major population centers. These gigantic facilities are scattered throughout Saudi Arabia, and more are being built. Each has a multipurpose stadium with a seating capacity of between 10,000 and 60,000, a 5,000-seat indoor stadium, Olympic-size swimming pools, indoor and outdoor courts and

playgrounds, cafeterias, halls for conferences and clinics for sports medicine.

The second tier of the GPYW's sports program concentrates on establishing smaller neighborhood sports facilities and playgrounds in large urban centers where young Saudis can play basketball, volleyball and other sports near their homes. In addition to parks and open spaces, these centers also have buildings where indoor recreational activities can be arranged.

The third tier focuses on making sports facilities available in smaller population centers by establishing Sports Clubs in all cities and towns. Although not as large as the Sports Cities, these clubs meet the needs of residents of towns and villages. Differing in size according to the number of residents of the town, the clubs offer a range of facilities for different sports, including soccer fields, indoor and outdoor courts, swimming pools, playgrounds, recreational areas and accommodations for youth camps.

Sports training programs in a diverse range of fields from archery to soccer are available to Saudis of every age at the country's sports facilities, large and small. Though open to all, they are intended to introduce young Saudis to various

sporting activities and offer training at different levels. In addition to building sports facilities, the GPYW has also introduced programs to encourage their use by the general public. To achieve that objective, it has introduced a program of annual events on the local and national levels at all its facilities. These include competition in local leagues, 'Sports for All' gatherings and 'Folk Games Days'.

GPYW sports clubs organize neighborhood and local sporting events throughout the year. The more accomplished athletes are sent by these clubs to participate in the 200 or so annual district and national sports events organized by the GPYW. Athletes who excel at these events are enrolled in special training camps for serious local and national competition. Twenty youth sports camps throughout the country host thousands of young Saudis every year. Equipped with modern sleeping, dining, sports and recreational facilities, they offer sports training in an atmosphere that emphasizes Saudi Arabia's heritage.

The best young athletes emerging from these programs are then selected for intensive training to represent Saudi Arabia in international events. The Kingdom's 18 sports federations, which are

supervised by the GPYW, organize leagues and tournaments for these athletes to sharpen their skills. Additionally, athletes and teams attend more than 40 sporting events outside the country each year and participate in major international sporting events inside the Kingdom.

*** Outdoor Recreation**

Saudis enjoy a wide range of leisure activities. Families can relax at hundreds of parks, campsites, picnic grounds and other facilities throughout the country.

Long stretches of coast and spectacular coral reefs make water sports such as snorkeling and wind surfing easily accessible. In addition, the Kingdom has established a network of national parks and preserves so that visitors can observe protected wildlife and ecosystems.

The crown jewel of Saudi Arabia's national parks system is the 1.1 million acre Asir National Park. Visitors can hike, camp, climb hills and other outdoor activities in this cool, green paradise. The Kingdom's largest preserve is Al-Khunfah, where visitors can take in spectacular views and observe wildlife such as gazelles and oryx in their natural habitat.

In the cities, people can relax in hundreds of urban parks. Riyadh alone – which means “garden” in

Arabic – has 50 public parks. The waterfront corniches of Jeddah and Dammam are also popular places for picnics, swimming, fishing and other watersports.

Camping is a popular activity among Saudis. Families pitch tents in the middle of the desert, along the coast or in one of the Kingdom's parks, and enjoy the beauty of nature. These camping trips are popular during the Eid holidays and for family reunions, especially after the rainy season when the desert blooms.

*** Wildlife**

Saudi Arabia is home to a variety of animals include the Arabian Oryx, a type of antelope native to the Arabian Peninsula that roams freely in Saudi Arabia's large desert.

Other animals found in the Kingdom include marine life, gazelles, the ibex (a type of wild mountain goat) the bustard, and the swift saluki hound, a type of dog named for an ancient city in southern Arabia. The saluki is generally considered to be the world's oldest domesticated dog.

The famous purebred Arabian horse is one of the most popular breeds in the world, with a bloodline that dates back thousands of years. The Arabian's fine shape and

extraordinary stamina and speed make it ideal for racing and breeding.

There are also many camels in Saudi Arabia. They have been used as a means of transportation for thousands of years. Today, camel racing is a popular sport.

Saudi Arabia has taken major steps to preserve its native wild and marine life and established preserves both on land and in the ocean off the Saudi coast.

*** International Competition**

Saudi Arabia's extensive sports program has brought about not only a quantitative growth of sports, but also a dramatic qualitative improvement. The performance of Saudi athletes has improved steadily since the Kingdom joined the International Olympic Committee in 1965.

Since the early 1980s, Saudi athletes have proudly represented the Kingdom in an increasing number of regional and international competitions. The Saudi soccer team qualified for its first appearance in 1984 Olympics in Los Angeles.

In 1989, Saudi Arabia hosted the fifth World Youth Soccer Cup Championship, won the championship, and received a special commendation from FIFA, the international soccer federation, for the outstanding manner in which it has organized the event.

In 1994, the Saudi national soccer team represented Asia at the World Cup finals in the United States, reached the second round, and received accolades for their playing. Saudi Arabia continues to participate in the World Cup every four years.

The Kingdom also participated in the 1996 Olympics in Atlanta, and the 2000 Olympics in Sydney, Australia, with competitors in the equestrian, wrestling, and track and field events as well as in soccer.

In 2006, Saudi Arabia won the Learning Disability World Cup for soccer in Leverkusen, Germany.

Saudi Arabia is also home to several Little League baseball teams, one of which has qualified over a dozen times for the Little League Baseball World Series in Williamsport, Pennsylvania.

*** Tourism**

Saudi Arabia offers both natural and historical wonders, from the mountain resorts of Taif and the majesty of ancient Nabatean tombs to the multicolored coral reefs of the Red Sea.

While Saudi Arabia has been a travel destination for centuries, with millions of people visiting the Kingdom each year from around the world, most visitors have historically been Muslims undertaking pilgrimages.

Today there is a new emphasis on tourism in Saudi Arabia, and in 2000, the Saudi Commission for Tourism and National Heritage was established to promote tourism in the Kingdom.

*** Riyadh**

Saudi Arabia's capital city, Riyadh, is the geographic and cultural hub of the country and its largest city. Once surrounded by mud-brick walls, modern Riyadh – whose name comes from the Arabic word for garden (rowdhah) – is a contemporary city with an ever-expanding network of modern roads, high rises, residential suburbs and industrial parks.

Despite being a modern city, Riyadh also retains much of its traditional appeal. The city's historic Qasr Al-Hokm district has been carefully preserved and renovated to make it the city's cultural, commercial and social center.

One of the highlights of Qasr Al-Hokm is the historic Masmak fortress, which King Abdulaziz recaptured the fortress in 1902 – setting the stage for the foundation of the modern Kingdom of Saudi Arabia. Another highlight is the Murabba' Palace, a former home of King Abdulaziz that has been renovated as part of the King Abdulaziz Historical Center in Riyadh.

Twenty miles outside Riyadh lies the walled city of Diriyah, the ancestral home of the Al-Saud family and the first capital of the Saudi state.

*** Jeddah**

The Kingdom's second largest city, Jeddah is a sparkling, modern commercial center that is considered one of Saudi Arabia's most vibrant cities. It is alive with more than 300 gardens, and is home to one of the world's tallest fountains.

One of Jeddah's loveliest features is the Corniche, promenades that extend miles along the Red Sea, interspersed with parks, fountains, lakes and kiosks. Its coastal location near the spectacular Red Sea coral reefs makes it a popular spot for water sports.

The city also has a number of beautifully restored historical buildings, including the Naseef House (Bayt Naseef), with more than 100 rooms and a broad staircase to allow camels access to the first floor for unloading.

Jeddah is Saudi Arabia's main Red Sea port. For centuries, its large harbor has handled ships carrying cargo to ports throughout the world, as well as vessels bringing pilgrims to the Hajj. (Saudi embassy United States).

*** Eastern Province**

The capital of the Eastern Province, Dammam – along with nearby Dhahran and Khobar – is an important hub for shipping, oil, commerce and industry, and the home of the national oil company, Saudi Aramco. It was in Dhahran in 1936 that the famous Dammam No. 7 oil well was discovered, proving beyond doubt that the Kingdom was sitting on vast oil fields.

Dammam is linked to Bahrain via the King Fahd Causeway, an engineering masterpiece that stretches 15.5 miles across the sea and reclaimed land. (Saudi embassy United States).

*** Asir Province**

Located in the southwestern part of the Kingdom, Asir Province is an extensive region of steep mountains, lush greenery and cool breezes.

The picturesque regional capital, Abha, is noted for its brightly colored mud houses, built in the traditional style. Residents paint their homes each year, usually in preparation for the Eids, the religious holidays that follow Ramadan or the Hajj.

The Asir National Park, which covers 1.1 million acres, is a paradise for botanists, zoologists and ornithologists who come to study

indigenous plants and wildlife. New varieties and species are still being discovered there (Saudi embassy United States).

*** Taif**

The mountain resort city of Taif is located 5,600 feet above sea level in the southwest region of Saudi Arabia. Its pleasant climate, lush parks, sunny skies and exotic wildlife have long drawn Saudi families to this resort town each summer.

Its largest and most famous public garden is the King Fahd Park, which includes a lake, playgrounds, walking paths, and a mosque. Visitors can also take in the Shubra Palace, the former summer residence of King Abdulaziz and the most famous historical building in the city. Shoppers in Taif can browse its traditional souq for handcrafts, gold, silver, spices, perfumes and other trinkets. (Saudi embassy United States).

*** Makkah and Madinah**

The holy city of Makkah is the birthplace of the Prophet Muhammad. Millions of pilgrims from around the world visit Makkah each year to perform the Hajj, the pilgrimage that is the religious high point of a Muslim's life. The Holy Mosque in Makkah houses Islam's most sacred shrine, the Ka'abah, to

which Muslims around the world turn in prayer five times a day.

Muslims are drawn to Madinah not as a religious duty as with Makkah, but out of love and respect for God's last Prophet, who established the first Islamic community there. Madinah is also where the Prophet Muhammad spent the last years of his life, and where he and many of his companions are buried. The city is home to the Prophet's Mosque. Both Makkah and Madinah are open only to Muslim visitors. (Saudi embassy United States).

*** Najran**

In the ancient trading center of Najran, the capital of Najran Province, old and new buildings stand side by side, giving the oasis city a special charm.

Visitors to Najran can enjoy several museums, including the ruins of the Al-Ukhlood settlement, a former commercial center that thrived from 500 BC through the 10th century. The Al-An Palace, a former governor's residence, is a remarkable example of local architecture with its circular towers with white ramparts. Najran's souq is well known for its traditional crafts such as colorful baskets, leather products and old Bedouin silver jewelry.

Also of interest is the Al-Madik Dam in Najran Province, the second largest dam in Saudi Arabia. The dam has become a tourist attraction with parks at each end and wide variety of palms, flowering shrubs and citrus trees. (Saudi embassy United States).

*** Hail**

The historic oasis of Hail, with its expansive boulevards, parks, playgrounds and refreshing climate, regularly draws large numbers of Saudi families.

In ancient times, Hail was a stopping point along the famous Darb Zubaydah caravan route stretching from Mesopotamia, Persia and Central Asia to Makkah and Madinah. Built 12 centuries ago and named after the wife of the Abbasid Caliph Harun Al-Rashid (763-809), the caravan route included hundreds of wells and cisterns. Remnants of these can still be seen in Hail today. (Saudi embassy United States).

*** Al-Jouf**

Located in the northern part of Saudi Arabia, Al-Jouf is famous for its ancient ruins, which show evidence of the presence of Assyrians and Nabateans in the region. The region was an important crossroads for traders heading into the Arabian Peninsula from Iraq and Syria.

Al-Jouf also has a special significance in Islamic history. Following its conquest by Muslims in the third year of the Hijra (the migration of the Prophet Muhammad from Makkah to Madinah in 622 AD), Al-Jouf became a staging post for Muslim armies setting out to spread the message of Islam. (Saudi embassy United States).

*** Traditional Sports**

Horse racing was, and remains today, one of the most popular sporting events in Saudi Arabia. There are modern racetracks in the Kingdom, although betting is prohibited.

Locals have for centuries bred horses for racing and transportation. The famous Arabian horse has a bloodline that dates back thousands of years, and is one of the world's most sought-after breeds.

Camel racing is also a popular traditional sport. Traditionally the desert sport of Bedouins, camel racing is a major spectacle. In the past, races involved thousands of camels speeding across the open desert. Today, the rules have been modified for modern racetracks, and camel races are held every Monday during the winter at Riyadh Stadium.

Other traditional sports include hunting with hounds and falconry. The swift saluki hound, named for an

ancient city in southern Arabia, is generally considered by historians to be the world's oldest domesticated dog. Falconry in the Kingdom today is limited and carefully regulated in order to protect the game fowl that is the falcon's traditional prey. (Saudi embassy United States).

*** Water Sports**

Some of the world's most beautiful living coral reefs are located beneath both the Red Sea and the Arabian Gulf.

A paradise for scuba divers and snorkelers, these coastal areas offer endless hours of underwater exploration.

Wind surfing, sailing and water skiing are also popular pastimes in the Gulf and Red Sea waters along the Saudi coast.

Also, some of the world's best deep-sea fishing can be found in the Red Sea. The Coastal Sports Cities in Jeddah and Al-Khobar and other clubs offer opportunities for a variety of water sports and recreational activities. (Saudi embassy United States).

Saudi Arabia's Meteoric Rise in the Sporting Arena: A Multifaceted Transformation

Within a remarkably short timeframe, Saudi Arabia has undergone a seismic shift, transforming itself from a nation

primarily focused on hydrocarbons into a burgeoning force in the global sporting landscape. This strategic move, driven by Vision 2030's goals for economic diversification, is yielding a rich harvest of benefits that extend far beyond entertainment and financial gains.

Economic Powerhouse: The Kingdom's strategic hosting of prestigious sporting events like Formula E races, international boxing championships, and the record-breaking Saudi Cup horse race has served as a potent economic catalyst. These events not only attract a surge of international tourists, bolstering the tourism, hospitality, and leisure industries, but also create a wealth of sponsorship and investment opportunities across the entire sporting ecosystem. This newfound dynamism is further underscored by a projected 8% annual growth in the value of the Saudi sporting events industry, reaching an estimated \$3.3 billion by 2024. Beyond the immediate economic benefits, hosting major events fosters a culture of innovation and entrepreneurship, attracting international expertise and fostering the development of a skilled workforce capable of managing and supporting a thriving sporting sector.

Infrastructural Marvels: The rise of Saudi Arabia as a sporting

powerhouse is further fueled by the creation of world-class sporting infrastructure. From the awe-inspiring Jeddah Corniche Circuit, the fastest Formula One track ever built, to luxurious golf courses and sprawling sports cities like King Abdullah Sports City, the Kingdom is rapidly establishing itself as a premier destination for hosting major sporting events. This commitment to infrastructure extends beyond current needs, with ambitious plans for year-round skiing facilities in the futuristic megacity of NEOM. This dedication to cutting-edge infrastructure not only positions Saudi Arabia as a leader in the sporting world but also showcases the Kingdom's technological prowess and commitment to sustainable development, with facilities designed to minimize environmental impact.

Beyond Victories on the Field: The impact of Saudi Arabia's sporting revolution extends far beyond the glitz and glamour of major events. The rise of the sporting scene coincides with a surge in national pride fueled by the success of Saudi athletes. Tarek Hamdi's karate silver medal at the Olympics and Fayik Abdi's pioneering participation in the Winter Olympics are testaments to this progress. The national football team's qualification for the World

Cup finals further ignites national passion and inspires future generations to chase sporting excellence. This newfound focus on athletic achievement fosters a culture of discipline, perseverance, and teamwork, values that transcend the sporting arena and contribute to a more productive and resilient society.

Societal Transformation through Sports: A crucial aspect of this sporting revolution is its profound impact on public health and social well-being. The passage highlights a significant increase in the number of Saudis participating in regular physical activity, a trend directly linked to the rise in sporting events and increased accessibility to sporting facilities. This aligns perfectly with Vision 2030's goals for a healthier populace, with a more active citizenry contributing to lower healthcare costs and a more productive workforce. Furthermore, the rise of sports is acting as a powerful catalyst for social change, particularly with regards to women's empowerment. Initiatives like the establishment of a Women's Football League and a staggering 150% surge in female sports participation since 2015 shatter traditional barriers and pave the way for a more inclusive sporting landscape. Government support for women's combat sports

further dismantles stereotypes and encourages greater participation from all segments of society, fostering a more equitable and progressive social fabric.

In conclusion, Saudi Arabia's foray into the world of sports transcends mere entertainment and economic benefits. It represents a strategic and multifaceted approach to economic diversification, social progress, and the fostering of a national identity built on sporting achievements and inclusivity. As the Kingdom gears up to host major events like the Asian Games and the Winter Games, the world can expect to witness Saudi Arabia's continued rise as a significant force in the global sporting arena, not only through its state-of-the-art infrastructure and world-class events but also through its dedication to athlete development, social progress, and a commitment to building a future where sports serve as a unifier and a catalyst for positive change.

*** A Multifaceted Transformation (Expanded)**

*** Beyond the Headlines: Strategic Partnerships and Knowledge Sharing**

While the impressive infrastructure and high-profile events grab headlines, the success of Saudi Arabia's sporting revolution hinges

on strategic partnerships and knowledge sharing. Collaborations with established international sporting bodies and event management companies bring invaluable expertise in areas like logistics, marketing, and athlete support. These partnerships not only ensure smooth event execution but also foster knowledge transfer, enabling Saudi Arabia to build a strong domestic sporting infrastructure and expertise in the long run.

*** Sustainability: A Priority for the Future**

As the Kingdom continues its sporting ascent, the focus on sustainability becomes increasingly critical. Integrating eco-friendly practices into event planning and infrastructure development is crucial. Renewable energy sources, water conservation measures, and responsible waste management strategies can ensure that the sporting revolution minimizes its environmental footprint. This aligns with Vision 2030's commitment to sustainability and allows Saudi Arabia to set a global precedent for responsible event hosting.

*** Grassroots Development: Building a Sporting Nation**

While hosting major events garners international attention,

nurturing a grassroots sporting culture is equally important. Investing in youth development programs, creating accessible sporting facilities across the country, and fostering a culture of physical education in schools are crucial steps. These initiatives ensure a steady pipeline of talented athletes and a citizenry passionate about sports, creating a sustainable sporting ecosystem within the Kingdom.

*** E-sports: Embracing the Digital Frontier**

With the Kingdom's growing youth population and burgeoning tech sector, e-sports presents a significant opportunity. Investing in e-sports infrastructure, hosting major tournaments, and fostering a culture of competitive gaming can create new avenues for athlete development, spectator engagement, and potential revenue streams. This forward-thinking approach positions Saudi Arabia as a leader in the rapidly evolving world of e-sports.

*** Looking Ahead: A Global Sporting Powerhouse**

Saudi Arabia's ambitious vision for the sporting landscape extends beyond hosting major events. The Kingdom aspires to become a global sporting power, not just in terms of hosting and competing, but also in areas like sports technology

development, sports medicine, and sports science. Investing in research and innovation will allow Saudi Arabia to make significant contributions to the advancement of global sports, solidifying its position as a leader in the industry.

*** The Road Ahead: Challenges and Opportunities**

Despite the remarkable progress, challenges remain. Integrating women fully into all aspects of the sporting landscape, from athlete participation to leadership roles, requires ongoing efforts. Additionally, ensuring fair labor practices and workers' rights throughout the construction and operation of sporting infrastructure is crucial for maintaining a positive global image.

By navigating these challenges and capitalizing on the exciting opportunities, Saudi Arabia is poised to solidify its position as a global sporting powerhouse. This meteoric rise is more than just a sporting phenomenon; it is a testament to the Kingdom's ambitious vision for economic diversification, social progress, and building a future where sports serve as a unifying force for positive change on both a national and international scale.

With a focus on the Saudi Pro League (SPL), an influx of

international football stars, and ambitions that stretch well beyond the soccer pitch, including staging the FIFA World Cup 2030 and purchasing EPL club Newcastle United, Saudi Arabia's impact on global sports is both substantial and controversial.

*** Dominating the Transfer Market**

Saudi Arabia's SPL, the nation's premier football league, has become the epicentre of this sporting transformation. In the summer of 2023, the SPL clubs embarked on a record-breaking shopping spree, shelling out nearly \$1 billion to bring in 94 overseas players from Europe's top leagues. The targets included prominent stars like Karim Benzema, N'Golo Kante, and Ruben Neves, who joined the league with Cristiano Ronaldo in a move that raised eyebrows.

Critics have labeled this extravagant spending as sportswashing, a term referring to a government's use of sports investments to divert attention from controversial political actions. But for Saudi Arabia's Crown Prince Mohammed bin Salman, who has consolidated control over the nation and its investments, this appears to be a calculated move. When questioned about the term sportswashing, he unabashedly stated, "I don't care. I

have one percent GDP growth from sport, and I am aiming for another one and a half percent."

In a sport where financial regulations like UEFA's Financial Fair Play rules keep spending in check, Saudi clubs have gone against the grain. They have essentially created a playing field where the price is no object, even if that means luring top-tier players with salaries that rival those of Europe's wealthiest clubs.

*** Dominating the Transfer Market**

The Saudi Pro League (SPL) has become the center of this transformation. Record-breaking spending sprees, targeting established stars like Cristiano Ronaldo, have thrust the league into the spotlight. Critics point to this as "sportswashing," where sports investments are used to deflect attention from human rights concerns. The Saudi government, however, sees this as a calculated economic move, aiming to diversify its economy and generate revenue from sports. This influx of talent could potentially elevate the league's competitiveness and nurture the next generation of Saudi footballers.

*** Financial Muscle and Global Ambitions**

The government-controlled Public Investment Fund (PIF) plays a

key role in these acquisitions. Their control over top Saudi clubs has significantly increased their value, creating an environment where financial muscle trumps tradition. This lavish spending, including Cristiano Ronaldo's record-breaking contract, showcases the league's ambition and its potential to disrupt established European leagues by offering lucrative alternatives to top players.

*** Beyond Football: A Multi-Sport Strategy**

Saudi Arabia's sporting ambitions extend beyond football. Investments in golf through LIV Golf and hosting major events like the FIFA Club World Cup demonstrate their commitment to becoming a global sporting hub. The recent deal to host the Spanish Super Cup until 2029 further highlights their growing influence on international sporting bodies. These activities align with Vision 2030, a national plan for economic diversification and social development. By creating sporting and recreational opportunities, the government hopes to engage youth and project a more positive image on the world stage.

*** Uncertainties amid the Rise**

Despite this ambitious approach, challenges remain. European football officials question

the SPL's long-term viability and its ability to compete with established leagues. Concerns over transparency and the potential disruption of financial regulations in global sports governance are also significant hurdles.

*** Looking Ahead: A Reshaping of the Sporting Landscape?**

While Saudi Arabia might not dethrone giants like the Premier League, it has the potential to become a major force in football. Success hinges on executing its plans effectively, ensuring sustainable investments, and fostering long-term growth. If achieved, this could reshape the global football landscape, challenging traditional powers and forcing them to adapt. The world is closely watching as Saudi Arabia's influence unfolds, with the sporting arena serving as a microcosm of a larger geopolitical shift. The future holds the potential for a truly global sporting superpower to emerge, but the path is fraught with questions about ethics, sustainability, and the ultimate impact on the world of sports.

2-Previous studies: -

1- Previous studies relevant to planning: Ibrahim A. Elshaer (2023) Investment in The Sports Industry In Saudi Arabia and Its Impact on the Quality of Life of Football Fans,

Objectives: This research paper delves into the dynamic relationship between sports industry investments and the quality of life (QOL) of football fans in Saudi Arabia. As part of the ambitious Vision 2030 initiative, Saudi Arabia has recognized the immense potential of the sports industry to promote diversification, enhance the economy, and improve citizens' wellbeing. Specifically, the study examines the impact of investments in various facets of the football industry on quality of life (QOL), including infrastructure, players, coaches, hosting international events, digital platforms and broadcasting, education, and training. Methods: A quantitative methodology employed to explore the study relationship and included a large-scale survey of 1,200 football fans who attended events from June to September 2023 in Saudi Arabia. To assess the effects of investments on QOL, respondents were asked to provide ratings on overall satisfaction, expectations, and perceived comparisons to ideal investments. Results: The findings of this research illuminate the significant role that sports industry investments, specifically investment in players and coaches plays significant role in enhancing the QOL of football fans in Saudi Arabia. The

study demonstrates that investments in various aspects of the football industry positively influence fan satisfaction, surpass expectations, and closely align with ideal investments, thus reflecting the fruitful impact of such investments on the QOL. Conclusion: This research has implications for policymakers, sports industry stakeholders, and the general public. It underscores the importance of strategic investments in the sports industry, as they not only contribute to economic growth but also significantly influence the quality of life of football enthusiasts in Saudi Arabia. Keywords: investment in players and coaches, quality of life, investment in football infrastructure, hosting international events, digital platforms and broadcasting.

Allam (2022), entitled: Planning and its impact on enhancing banking sports events from the point of view of customer service officials: a field study applied to the banking sector in southern Upper Egypt.

This research aims to identify planning, including the variables represented in building the planning strategy and spreading the culture of planning and human, technical and procedural requirements as an independent variable and its impact on enhancing sports events for

banking services from the point of view of customer service officials in the banking sector in southern Upper Egypt as a dependent variable. The descriptive analytical approach was relied upon and the questionnaire represented The main tool to reach the results, where the study population may consist of all customer service officials in banks south of Upper Egypt and chose the researcher to conduct the study National Bank of Egypt, Banque Misr, Commercial International Bank and Bank of Alexandria in various governorates of Aswan and Luxor, and the study sample consisted that It was selected in a stratified random manner with (150) singles, where the sample size was determined according to the sample size tables at a confidence coefficient of 95% and a 5% error limit, and to analyze and process the data, the statistical packages program (SPSS) was used.

The study reached a set of results, the most important of which was that the planning variables, represented in building the planning strategy and spreading the culture of planning and human, technical and procedural requirements, positively affect the promotion of sporting events for banking services in the organizations under study, in addition to the presence of some shortcomings

in building a clear strategy with the implementation mechanisms necessary to fully implement planning, in addition to the presence of deficiencies in The study concluded with many recommendations, the most important of which is the need to use highly skilled human elements trained in modern technologies, and the need to give sufficient attention to the development of infrastructure and the use of planning to achieve better, faster quality and less cost in providing banking services to customers.

A noble scarlet study. Zidan Muhammad. Al-Qattan Ahmed (2022), entitled: The role of planning in achieving sustainable sports events for public banks - the case of the National Bank of Algeria

1- Pre-event planning matters: The study by Commerzbank (Bohlmann and Van Heerden, 2005) shows that foreign investments in construction increased significantly after the planning phase began, indicating the importance of early planning for infrastructure development.

2- Economic benefits can be seen before, during, and after the event: GDP per capita growth data suggests positive economic impact pre-event, during the event, and in the following year.

3- Impact varies across economies: The magnitude of economic benefits seems to be influenced by the host nation's pre-existing economic strength (Etiosa, 2012). Events might have a smaller impact in already robust economies (Young, 2022).

4- Consideration of external factors: The text acknowledges the influence of broader economic trends, like downturns, on the observed data. (Young, 2022).

The study aims to highlight the role of planning in achieving sustainable sports events for public banks, with a case study of the National Bank of Algeria (BNA), as the achievement of sports events has become a condition for the continuity of banks' activity, especially with technological developments and the information revolution that banking activity has known, which banks have adopted within the framework of the so-called planning, and the study was carried out relying on the deductive methodology in the study of the theoretical side of the research and the inductive approach through extrapolation and interrogation of information for the case study. It was concluded that Algeria is working hard to develop the infrastructure of communications and the Internet in order to achieve the expansion of banking activity via the Internet, and

it was found that the National Bank of Algeria has included many digital services to meet the needs and desires of customers, and it is also interested in keeping pace with technological developments in the banking field, and is working to seize opportunities internally and externally and face threats to achieve sustainable sporting events, but it has not yet reached a high level of technology, and a set of proposals have been submitted that will Strengthening planning in Algerian public banks in general, and encouraging the adoption of new mechanisms created by the banking environment.

Study by Mohamed Siam (2021), entitled: The Role of Planning in Achieving Sports Events in Sports Clubs.

The study aims to identify the role of planning in achieving sports events in sports clubs, and the researcher used the descriptive approach in the study, and the questionnaire was also used as a tool for data collection, and the sample was represented in (269) members of boards of directors and general assemblies, administrators, coaches, and players, from (25) governmental and private sports clubs, in urban and rural areas from (10) Egyptian governorates, and the most important results were: The

level of planning in sports clubs mediated the study sample by 73.32%, the most important tourism: Providing services to members throughout the day and completing them in record time, providing the opportunity for members to follow up on the club's activities without being present, following up on amendments to the club's regulations and organizational structure, obtaining updated data on customers, suppliers and strategic partners, assisting senior levels in monitoring the regularity of the club's workflow, the most important social and cultural tourism: increasing the club's fans and followers, strengthening teamwork and team spirit, providing the opportunity for the club's employees to innovate, creating new knowledge to be published and shared in the club, the most important tourism Economic: Studying and developing sources of attracting funds, promoting the club's activities and thus increasing the number of members that increase income, giving a mental impression to beneficiaries more positive than its competitors in the market, increasing sales of club products as a result of making purchases available online, the most important sports tourism: enabling the club to host experts in various games to benefit from their

expertise, searching for qualified coaches to contract with them. Identifying modern devices that may help the athlete develop his skills, Providing a system for analyzing the performance of players and coaches and classifying them based on data Input, provide a digital system in arbitration and show the results. There are statistically significant differences for the role of planning in achieving sports events in sports clubs according to the environment variable in favor of urban, and according to the club variable in favor of private clubs, and the researcher recommends developing a classification of sports clubs according to digital services.

Ahmed Metwally (2022), entitled: A study of the reality of marketing and planning management in sports clubs

The study aimed to identify the reality of marketing and planning management in sports clubs. The study presented a conceptual framework that included (marketing management in sports clubs, planning in the sports field). The study relied on the descriptive survey approach. The study tools were the questionnaire. It was applied to a sample of (20) managers of sports clubs, marketing managers and members of the boards of directors of

sports clubs, from (10) clubs from the clubs of Cairo and Giza governorates. The results of the study confirmed that there are some problems that you suffer from Sports clubs, which are related to the exploitation of club images for marketing with digital devices and not fixed advertising in order to achieve the maximum benefit. The study concluded by recommending the development of a system to receive suggestions and complaints from members and beneficiaries of the services and activities of sports clubs with regard to e-marketing and the quality of service provided through the multiple electronic platforms via the Internet and updating the available ones. This extract was written by the system 2022.

Amr Ibrahim's study (2023), entitled: Planning requirements as an indicator to achieve administrative reform in sports institutions in the Arab Republic of Egypt in light of Egypt's Vision 2030.

The current research aims to identify the requirements of planning as an indicator to achieve administrative reform in sports institutions in the Arab Republic of Egypt in the light of Egypt's vision "2030", and the researcher used the descriptive approach, and the research community was represented

in the employees of sports bodies and institutions in the Arab Republic of Egypt, represented in "members of the Board of Directors of the Egyptian Olympic Committee, members of the Board of Directors of some Egyptian sports federations, the Ministry of Youth and Sports, directorates of youth and sports in the governorates under research, and sports clubs under research, which are (112) clubs, and the researcher has used Data collection tools such as analysis of documents and records, and a questionnaire for planning requirements as an indicator to achieve administrative reform in sports institutions, and the most important results were the existence of deficiencies in developing announced strategic plans for the application of planning in sports institutions aimed at digitizing various activities and services in line with Egypt's vision "2030", and the lack of use of advanced digital technologies in applying administrative reform strategies to achieve the required goals in sports institutions, as well as the weakness of policies and procedures that work to restructure the electronic infrastructure to suit developments. The enormous amount in the field of technology, and the lack of reliance on advanced digital mechanisms to

assess the current situation of sports institutions and identify defects and deviations in them in order to ensure the achievement of administrative reform, in addition to the failure to create a department specialized in activating digital services and training workers to apply them, and develop their skills according to the actual current and future needs. The researcher recommended the need for sports institutions to adopt intellectual and development plans to integrate planning work strategies with the ministry's strategies because of their effective role in achieving administrative reform based on Egypt's vision "2030" for comprehensive sustainable development. In addition to developing future plans and programs to develop the electronic infrastructure in sports institutions to achieve administrative reform and keep pace with technological developments in the external environment, and the need to develop advanced digital mechanisms to attract and select human competencies and link wages and rewards to the level of achievement and productivity through a digital system.

1- Pre-event planning matters: The study by Commerzbank (Bohlmann and Van Heerden, 2005) shows that

foreign investments in construction increased significantly after the planning phase began, indicating the importance of early planning for infrastructure development.

2- Economic benefits can be seen before, during, and after the event: GDP per capita growth data suggests positive economic impact pre-event, during the event, and in the following year.

3- Impact varies across economies: The magnitude of economic benefits seems to be influenced by the host nation's pre-existing economic strength (Etiosa, 2012). Events might have a smaller impact in already robust economies (Young, 2022).

4- Consideration of external factors: The text acknowledges the influence of broader economic trends, like downturns, on the observed data. (Young, 2022).

2- Previous studies related to sporting events: Ehab Mohamed's study (2021), entitled: The Role of Administrative Talent Management in Promoting Sports Events in Egyptian Sports Clubs

This study aimed to reveal the role of talent management in promoting sports events in Egyptian sports clubs, and how this leads to supporting the competitive position in sports clubs by identifying some

dimensions of talent management (talent attraction, talent development, talent dissemination, talent performance management, talent retention) and some dimensions of sports events (lower cost, response, quality, reputation).

It was applied to a sample of members of the boards of directors and employees of some Egyptian sports clubs consisting of (115) single, and a survey form was prepared to collect the field data necessary for the study has been conducting stability and honesty tests for the measures used in the study using the Cronbach alpha coefficient.

The results found that: -

1- Some clubs have clear and specific mechanisms to discover and attract talented people and rely on various sources to attract talented people.

2- Controlling the cost to perform its functions more efficiently than competitors by owning the best technology and using it by talented people and optimizing the use of production capacities and the efficiency of marketing operations through the uniqueness of highly talented elements.

3- Linking talent management to response leads to leading the organization in a planned manner towards excellence thanks to a good management style, flexibility and

speed of response to market changes and the tastes of members and customers and always work to meet their expectations and achieve their desires.

4- Owning highly skilled individuals in the field of quality inspection and control leads to making their products and services conform to the Egyptian standard specifications and developing quality processes through electronic courses and attracting competencies.

Mustafa Farag's study (2020), entitled: Knowledge management and its role in improving the competitiveness of sports clubs

The study aimed to identify the role of knowledge management in improving the competitiveness of sports clubs. The study relied on the descriptive approach, and the study tools were represented in two questionnaires, one to identify the reality of knowledge management in sports clubs, and the second to measure the level of competitiveness in sports clubs, and the sample consisted of (60) individuals from members of the technical and administrative bodies, executive directors, and managers of sports activity in some sports clubs in the governorates of Upper Egypt. The results of the study found that there is a deficiency in the practice of

Knowledge management in sports clubs as a result of the lack of sufficient knowledge of those entrusted with the management of sports clubs about knowledge management and how to apply it, and the weak level of competitiveness in sports clubs. The study recommended the need to adopt the principle of collecting knowledge available to workers, especially knowledge holders, and the use of information technology in the formation of appropriate knowledge bases within sports clubs under study. This abstract was written by Dar Al-Manzma 2022.

A study by Ahmed Al-Mardani (2020), entitled: "Strategic Information Systems and their Role in Achieving Sports Events for Sports Clubs in the Arab Republic of Egypt"

The research aimed to know the role of strategic information systems in achieving sports events for sports clubs in the Arab Republic of Egypt. The research relied on the descriptive approach. The research tool was the questionnaire, and it was applied to a sample of (143) academics in the sports field and members of the board and directors of sports clubs. The results of the research confirmed that there are some clubs that have the ability to provide executive mechanisms and

procedures to achieve strategic information systems, which depend on some strategic information in setting their goals. Strategy by keeping abreast of technical developments in the field of information systems and providing a technological digital infrastructure. The research recommended the need to build sports clubs an integrated unit for strategic information systems to achieve sports events, whether at the international or local level, and the need to provide software for strategic information systems with the provision of devices, machines and tools necessary to apply those strategic systems, and to make appropriate amendments to the organizational structures of sports clubs to allow the existence of organizational units for strategic information systems. This abstract was written by Dar Al-Manzma 2022.

*** Commenting on studies**

After reviewing some previous studies, which dealt with the impact of planning on sports events related to the subject of our study, we reached the importance of these variables, which led us to adopt the current study model.

1- Preface: This chapter dealt with the study methodology, the community, the study sample, its characteristics, the procedures for building the study

tool, verifying its truthfulness and stability, how to apply it, and the statistical methods used by the researcher in analyzing the data to achieve the objectives of the study, and the following is a detailed presentation of the study procedures.

2- Curriculum: Proceeding From the nature of the study and information to be obtained to study the correlation between Planning and its impact on sporting events, Van The appropriate approach is the descriptive approach, which relies on studying the phenomenon as it actually is, as an accurate description. and expression qualitatively Quantitatively, where the qualitative expression describes the phenomenon and illustrates Characteristics While the quantitative expression gives a numerical description that shows the amount of the phenomenon or Their size, grades Its association with phenomena Other. (Obeidat and lentilsand Abdelhak, 2001).

3- Research population and sample: The research community consisted of all employees in the Ministry of Sports and their number (605) The researcher took a sample according to the proportional distribution in the light of the variables of the sample members (type and function) where it is difficult to apply the tool to the entire original community, and the

number of comfortable sample according to the Krejci & Morgan 1970 table for determining the samples (234) sample and the study tool was distributed to the specified sample. The actual sample reached by it was (153) due to time constraints. The distribution of the sample over many geographical places is difficult to reach.

4- Tools for collecting information: The questionnaire was relied on as a tool for the study, and the tool was designed on Google forms and sent the questionnaire link to the study sample through the social networking site WhatsApp with the following link:

<https://forms.gle/FNJUPXuqz2En8YhCe6>

Divided into three parts as follows: Part I: It includes (6) paragraphs distributed on personal data such as (gender, age, educational qualification, employment status, length of service, monthly income), Part II: Planning Scale, prepared by the researcher (Dabsha Issa, 2016). The original scale consisted of (46) items distributed over (6) dimensions of planning, the scale was modified to be (23) items distributed over (4) dimensions and was modified according to the nature of the research community,

Part III: Sports Events Scale, prepared by (Marhouna Ghania and Jalih Afaf, 2021) consisting of (15) items distributed over three dimensions and modified according to the nature of the research community.

5- Statistical methods used: The method of statistical methods in scientific research is the use of arithmetic and mathematical means in collecting various data and information, and then organizing and classifying that data and information, through numbers, calculations and associated operations, as well as analyzing and interpreting and describing numbers, and in a way in which the researcher provides a number of conclusions that reach the desired goals in the research. There are many statistical measures and terms used in statistical methods used in scientific research. (Qandalji and Samarrai, 2009, p. 365)

1- L am a man of the same age
Duplicate: Simple frequency distribution means the procedure of classifying a large number of data into categories called frequency categories and then determining the number of units that fall within each of the categories and called frequencies. (Al-Shamtarat and Al-Fadl, 2005, p. 14)

2- Percentages: Percentages are a certain type of mixed number, (25) %, for example, is another way to write the number 100/25, i.e. a quarter, and 50% is another way to write 100/50, i.e. half, so the percentage symbol (%) indicates a fraction, and the number 100 is the output of this fraction. The percentage helps us to know the proportion of statistics, for example, when you get 80% of the marks of a test, this means that you You have got 100/80 of the correct answers, and we can confirm that your total score reached 80%. Comprehensive Scientific Encyclopedia, 2012, p. 105.

3- Arithmetic mean: The arithmetic mean is one of the most widespread measures due to its great usefulness and ease, and the arithmetic mean or mean of the values of a variable is the value resulting from dividing the set of those values by their number, and this definition can be written in the form of the following mathematical relationship: Farajallah, 2017, p. 77.)

4- Standard deviation: Standard deviation means the amount of distance and dispersion of data from the arithmetic mean, the less dispersed it is from the arithmetic mean d for that on the homogeneity of the data, and that the arithmetic

mean accurately expresses all the data. (Al-Dabal, 2017, p. 148)))

5- Likert pentameter scale: Determining the degree of cutting is one of the basic things in the construction of educational scales, where the researcher determined the degree of cutting based on the arithmetic average, as well as by determining the length of the five-point Likert scale (lower and upper limits) used in the scale The range was calculated ($5-1 = 4$) and then divided by the number of cells of the scale to obtain the correct cell length ($4/5 = 0.8$) and then this value was added to the lowest value in the scale (or the beginning of the scale, which is one correct) in order to determine the upper limit of this cell, which is as follows: -

1

Strongly Disagree	I do not agree	To some extent true	agree	I totally agree
1	2	3	4	5

The table shows the scale of respondents' answers according to the five-point Likert scale, where points were given for the answers graded from 1 to 5 respectively and scores were set for each statement of the form to be processed statistically.

Very low

Strongly Disagree	I do not agree	To some extent true	agree	I totally agree
1.80 - 1.00	2.60 - 1.81	3.40 - 2.61	4.20 - 3.41	5.00 - 4.21
very low	Low	Medium	high	very high

6- Authenticity of the internal consistency of the instrument: -

1- The first axis: planning factors from phrase No. (1) to phrase No. (23) Draft resolution 1999/20

2- The second axis: sports events consists of three dimensions from phrase No. (24) to phrase No. (38)

5 of the relationship between planning among the employees of the Ministry of Sports and its impact on sports events

Phrases of the second axis: sporting events			Statements of the first axis, planning level		
Correlation coefficient	Phrase	The dimension	Correlation coefficient	Phrase	The dimension
**0.549	1	Administrative and organizational	**0.465	1	Planning level
**0.412	2		**0.899	2	
**0.371	3		**0.743	3	
**0.495	4		**0.645	4	
			**0.492	5	
**0.425	5	Social and cultural	**0.560	6	
True to some extent	Agree		**0.545	7	
2	3		5	I strongly disagree	
neutral	I agree		**0.466	9	
			5.00 - 4.21	Strongly disagree	
Very low	Low	Medium	high	Alia Jeddah	
The phrases of the first axis planning level	10	Medium	**0.504	12	
Ferry	Dimension				
1	Administrative and organizational				
3	13				
4	14				
**0.504	15	**0.743			
5	Social and cultural				

*Function at level (0.01)

It is clear from the previous table that the correlation coefficients between the questionnaire statements and the total score for each dimension ranged between (0.899) and (0.297) are all statistically significant at the level of 0.01.0.725

Correlation coefficient	**0.425	
0.725*	**0.545	7
0.725*	True to some extent	Agree

* Function at level (0.01)

It is clear from the previous table that the correlation coefficients between the dimensions of the resolution are all a function at the level of (0.01) and this indicates the coherence and coherence of the phrases and axes and the total degree, which indicates that the resolution has internal consistency.

After confirming the apparent validity of the study tool, it was applied in the field and through the sample data, the Pearson correlation coefficient was calculated to find out the internal validity of the resolution between the degree of each of the questionnaire phrases with the total degree of the axis to which the phrase belongs, as shown in the following tables: -

I strongly disagree	
5	N of Items
3	2

*** D is observed at the significance level 0.01 or less**

It is noted in the table that the value of the Cronbach's alpha coefficient was high for the field of study, which amounted to (0.977) This value indicates that the questionnaire has an appropriate degree of stability to know the planning and its impact on the creation of value sports events in sports organizations in the Kingdom of Saudi Arabia and thus the stability of the questionnaire as a whole.

*** Practical framework of the study**

1- Preface: In this chapter, the results of the study were reviewed, where the study sample was described by (gender, educational qualification, number of years of service, job) in sports clubs, and the study data were reviewed by presenting the arithmetic averages and standard deviations of the responses of the study sample members on the paragraphs of the questionnaire, and finally the hypotheses of the study were tested to ensure their validity.

It should be noted that the researcher distributed (605) questionnaires to the members of the study population to the study population according to the report of the Ministry of Sports 2020, and (153) questionnaire forms were retrieved, i.e. (25.28%).

2- Sample characteristics: After distributing the questionnaire and analyzing the results, the vocabulary of the study sample regarding the personal variables was shown in the following table: -

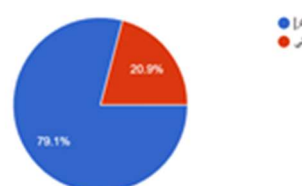
Agree

المتوية النسبة	**0.466	9	variable
Strongly disagree	121	neutral	I agree
20.9%	32	female	
Medium	high	Alia Jeddah	
12	61	Very low	Low
The phrases of the first axis planning level	10	University degree (Bachelor)	
9.8%	15	Master's	
5.2%	8	Ferry	
1	Administrative and organizational	Total	
50.3%	77	Less than 5 years	Number of years of service
23.5%	36	From 6 to 10 years	
3	13	**0.743 to 15 years	
15%	23	From 16 years and over	
100%	153	4	
**0.504	15	Senior management of a sports organization	Function
34%	52	Administrative or technical employee	
13.1%	20	5	
Correlation coefficient	**0.425	Member of a sports club	
Agree	0.725	**0.545	

Source: Prepared by the student based on the outputs of SPSS.

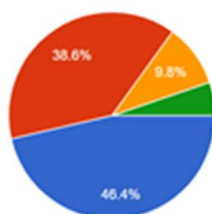
The study showed that the percentage of females is lower than males, where the percentage of males (79.1%) while the percentage of females (20.9%).

Figure (1) Distribution of Study Sample Members by Sex



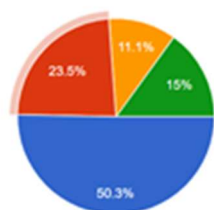
The results with regard to the academic qualification feature proved that the majority of the study sample had a university degree (secondary) and their percentage reached (46.4%), while in second place were those who obtained a bachelor's degree (38.6%), while in third place those who obtained a master's degree (9.8%) of the total study sample.

Figure (2) Distribution of Study Sample Members by Academic Qualification



The study also showed that (50.3%) have a period of service less than 5 years, which is the largest percentage compared to the number of employees whose experience ranges from 6 to 10 years by (23.5%), while employees whose service is from 16 years and more years are (15%) of the total study sample.

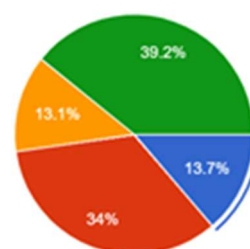
Figure (3) Distribution of Study Sample Members by Length of Service



The study indicated that the sample members are distributed on

job ranks representing the largest percentage of them (34%) with the rank of administrative or technical employee, while the position of a participant in a sports club amounted to (39.2%), while in the third place a player in a sports organization amounted to (13.7%) The rest of the sample members reached (16.2%) occupying senior management positions.

Figure (4) Distribution of Study Sample Members by Employment Status



3- Answering the questions of the study: -

First: Planning Level: To answer the question of evaluating the level of planning, the arithmetic mean and standard deviation of the answers of the study sample members were calculated for the various statements and axes, as shown in the following table: -

standard deviation	SMA	Evaluation	0.725	True to some extent
3	N of Items	5	I strongly disagree	Planning
0.91	4.14	High	The organization's planning strategy implements the state's planning directions	
0.98	4.16	High	A digital system is used that matches the club's activities and policy	
0.88	4.19	High	Digital services are operated by industry professionals	
1.06	3.89	High	There is a department or committee within the sports organization specialized in operating digital services	
1.02	3.87	High	The organization's management or committee seeks to train members on how to use digital services	
1.00	3.86	High	Planning dimensions help increase sporting events	
**0.466	9	Variable	The organization uses the dimensions of planning to satisfy the needs and desires of its clients	
Strongly disagree	121	neutral	I agree	
1.15	20.9%	32	female	
Very low	Low	Medium	high	
10	University Degree (Bachelor)	High	12	
15	Master	High	The phrases of the first axis planning level	

Source: Prepared by the student based on the outputs of SPSS

From the previous table, it is clear that the average satisfaction with all dimensions of the scale amounted to 4.06, and this indicates high-class job satisfaction among the employees of the Ministry of Riyadh and that all dimensions of the planning level received a high-grade evaluation, which falls into the category (4.20 - 3.41), which means OK with the statements presented to

the study sample, where their ranking was as follows: -

Go away Planning (Digital services are operated by industry professionals) has obtained the highest arithmetic average of (4.22) and a standard deviation of (0.63) This indicates Digital transformation of the very high class of Clubs Ministry of Sports.

Followed by Planning (A numerical system commensurate with the activities and policy of the club is used) with an arithmetic average estimated at (4.15) and a standard deviation of (0.83) This indicates that this dimension with respect to For clubs Also of high degree which indicates the approval of the study sample.

Followed in third place by the dimension of (the planning strategy of the organization implements the state's directions in planning) with an arithmetic average estimated at (4.13) and a standard deviation of (0.76) which is the other satisfaction with a high degree indicating the approval of the study sample on the statements presented to them.

Followed in the fourth and last place by the dimension of (the organization is constantly updating and developing hardware and software for digital technology) with an arithmetic average estimated at

(3.81) and a standard deviation of (0.93) which is the other satisfaction with a high degree indicating the approval of the study sample on the statements presented to them.

From the above, we note that there is greater satisfaction with the planning dimension in Clubs Very high (strongly agree) followed by high satisfaction at a distance Use the shift And then also after that with a high degree after Strategies used Then after the pay all with grades ranging from high to very high (agree or strongly agree).

Second: Sports Events: To answer the question of evaluating the level of sports events, the arithmetic mean and standard deviation of the answers of the study sample members were calculated for the various phrases and axes, as shown in the following table:

****0.515**

standard deviation	SMA	Ferry	ferries	
Number of years of service	1	Administrative and organizational	Total	من السباحة تطبيق Planning
6 to 10 years	4.38	50.3%	77	
13	**0.743	Very High	23.5%	
15%	23	16 years	The member can learn about the amendments to the club's regulations through digital services	
Function	100%	153	4	
Administrative and Technical	4.38	**0.504		
20	5	Very High	34%	52
Correlation coefficient	**0.425	Participant in a gym	Planning helps the club respond quickly to the opinions and requirements of beneficiaries	
0.73	Agree	* 0.725	**0.545	
0.92	4.24	Very High	Continuous planning leads to continuity of learning and gaining experience for club members	
0.69	4.37	Very High		
0.70	4.37	Very High	Planning enables the club to study and develop sources of attracting funds	Social planning application
Arithmetic	Evaluation	* 0.725	True to some extent	
N of Items	5	I strongly disagree	Planning	
4.14	high	The organization's planning strategy implements the state's directions in planning	Club planning leads to savings in calculations.	
4.16	high	A digital system is used that matches the activities and policy of the club		
4.19	high	Digital services are powered by industry professionals	Enabling the club to host experts in various games to benefit from their expertise	0.98 from the planning application
3.89	high	There is a department or committee within the sports organization specialized in operating digital services	Helping the club search for qualified coaches to contract with them	
3.87	high	The management or organizing committee seeks to train the affiliates on how to use digital services	Learn about modern devices that may help the athlete develop his skills	
3.86	high	Planning dimensions help increase sporting events	Planning helps showcase the capabilities of players and coaches to clients and the public	
9	Variable	The organization uses the dimensions of planning to satisfy the needs and desires of its customers		
neutral	I agree	عالية	**0.466	

Source: Prepared by the student based on the outputs of SPSS

From the previous table, it is clear that the average sports events in all dimensions of the scale amounted to 4.35, and this indicates that there is strong approval of the very high degree among the study sample in sports clubs in the Ministry of Riyadh and that all dimensions of sports events received a very high degree evaluation, which falls into the category (5.00 - 4.21), which means strongly agree with the statements presented to the study sample, where their ranking was as follows: -

After sporting events (tourism from the planning application) has obtained the highest arithmetic mean where it reached (4.38) and a standard deviation of (0.59) This indicates that there is Competitive Advantage For distance Administrative and organizational of the very high class of Study sample in Sports clubs.

Followed by after sports events (economic from the application of planning) with an arithmetic average estimated at (4.37) and a standard deviation of (0.69) This indicates that this dimension with respect to Study sample Also of high degree which indicates the approval of the study sample.

Followed in third place by the dimension of (sports) with an

arithmetic average estimated at (4.31) and a standard deviation of (0.67) which is the other satisfaction with a high degree indicating the approval of the study sample on the statements presented to them.

From the above, we note that there is greater satisfaction with the tourism dimension of the application of planning at work to a very high degree (strongly agree) followed by a commitment from the economic application of planning to a very high degree also after the working conditions and then to a very high degree also after sports.

4- Study assignments: Testing and analyzing the first hypothesis: -

There is no statistically significant correlation between planning and sporting events.

First: Planning Level: To answer the question of evaluating the level of planning, the arithmetic mean and standard deviation of the answers of the study sample members were calculated for the various statements and axes, as shown in the following table

Strongly disagree	121
female	Planning
20.9%	32
0.765**	1.15
Medium	high
Very low	Low

Source: Prepared by the student based on the outputs of SPSS

Through the previous table, we find that the relationship between planning in all its dimensions and sports events is a function at the level of significance (0.05), where the Pearson correlation coefficient between planning and sports events reached (0.725) as it becomes clear to us that there is a strong and positive direct correlation between planning and sports events.

As for the existence of a correlation between the various dimensions of planning and sports events, a positive and strong correlation was found between Planning for if the correlation coefficient (0.765) This shows that working with a relationship with my planning Tourism from the layout application.

As for the correlation between the dimension Planning & Mathematical has found a strong positive and strong correlation between Planning & Mathematical if the correlation coefficient (0.668) This shows that working with a relationship with my planning and Mathematical from the planning application.

There is also a correlation between the dimension of planning for the economic application of

planning has found a strong positive and strong correlation between the dimension of planning for the economic if the correlation coefficient (0.637) and this indicates that the work with a relationship with planning and economic application planning.

Testing and analysis of the second hypothesis: -

There were no statistically significant differences at the level of significance 0.05 in the degree of planning of the study sample in sports clubs attributed to (gender, educational qualification, length of service, job).

1- Depending on gender: There were no statistically significant differences at the level of significance (0.05) in the degree of planning for the study sample in sports clubs according to sex.

To test the existence of differences or not, the data were subjected to a test (t) for the differences between the averages of two samples of the response of the sample members on the degree of planning of the study sample in sports clubs according to the gender variable

Phrases

Master	high	The phrases of the first axis planning level	10	University Degree (Bachelor)	high	12	
Non-functional at 0.05	0.254	-1.148	0.847	3.96	79.1	male	15
			Phrases	9.8%	20.9	female	

Source: Prepared by the student based on the outputs of SPSS

Through the previous table, it is clear that the significance value of the test (t) planning (0.254) is greater than (0.05) and from it we accept the null hypothesis that there are no statistically significant differences among the male and female study sample in the study sample on planning, and therefore we conclude that the gender variable in sports clubs is not influential for the degree of planning.

2- Depending on the educational qualification: -

There were no statistically significant differences at the level of significance (0.05) in the degree of planning for the study sample in sports clubs according to educational qualification.

To test the existence of differences or not, the data was subjected to the test (One Way Anova) for differences between averages for several categories

**0.504

50.3%	77	value F	Number of years of service	1	Administrative and organizational	Total variance	
Non-functional at 0.05	13	**0.743	Very high	23.5%	1.466	6 to 10 years	4.38
			0.877	15%	23	16 years	
				**0.504	96.234	the total	

Source: Prepared by the student based on the outputs of SPSS

Through the previous table, it is clear that the value of (F) at the level of significance (0.836) is greater than the level of significance (0.05), this makes us accept the null hypothesis, which says that there are no statistically significant differences for the level of planning according to their educational level for the sample members, including the educational level is a variable that does not affect the planning process.

4- Depending on the number of years of service: -

There were no statistically significant differences at the level of significance (0.05) in the degree of planning for the study sample in sports clubs according to the length of service.

To test the existence of differences or not, the data was subjected to the test (One Way Anova) for differences between averages for several categories

0.70

Correlation coefficient	**0.425	Participant in a gym	Planning helps the club to respond quickly to the options and requirements of the beneficiaries	Degree of freedom	20	5 variance	
Very high	Planning leads to the continuity of learning and gaining experience for the club's members	0.903	0.73	6	* 0.725	**0.545	Planning
			Very high	108	89.47	0.92	
				0.70	4.37	Very high	

Source: Prepared by the student based on the outputs of SPSS

Through the previous table, it is clear that the value of (F) with the level of significance (0.903) is greater than the level of significance (0.05) This makes us accept the null hypothesis, which says there is no statistical significance for the level of planning according to the years of experience of the sample members, and from it, the seniority of employees is not an influential factor in planning.

4- Depending on the job: -

There were no statistically significant differences at the level of significance (0.05) in the degree of planning for the study sample in sports clubs according to employment status.

To test the existence of differences or not, the data was subjected to the test (One Way Anova) for differences between averages for several categories

Identify modern devices that may help the athlete develop his skills

Club planning leads to savings in calculations.	مستوى البيان	N of Items	**0.504	8	Planning	variance	
4.16	high	A digital system is used that matches the activities and policy of the club	0.021 4.19	1 high	4.14 Digital services are powered by industry professionals	high Enabling the club to host experts in various games to benefit from their expertise	The organization's planning strategy implements the state's directions in planning
				Identify modern devices that may help the athlete develop his skills	90.973	3.89	

Source: Prepared by the student based on the outputs of SPSS

Through the previous table, it is clear that the value of (F) at the level of significance (0.873) is greater than the level of significance (0.05) This makes us accept the null hypothesis and from it there is no statistical significance for the degree of planning according to the functional status of the sample members, and therefore the functional status of the study sample is not an influential variable in planning.

Testing and analysis of the third hypothesis: -

There were no statistically significant differences at the level of significance 0.05 in the level of sports events for the study sample in sports clubs attributed to (gender, educational qualification, length of service, job).

1- Depending on gender: There were no statistically significant differences

at the level of significance (0.05) in the degree of the level of sports events for the study sample in sports clubs according to gender.

To test the existence of differences or not, the data were subjected to a test (t) for the differences between the averages of two samples of the response of the sample members about sports events according to the gender variable

0.730

Variable	The organization uses the dimensions of planning to satisfy the needs and desires of its customers	value (t)	standard deviation	3.86	high	Planning dimensions help increase sporting events	
Non-functional at 0.05	0.032	-1.271	**0.515 0.730	8 4.42	high 78	**0.466 التشي	9

Source: Prepared by the student based on the outputs of SPSS

Through the previous table, it is clear that the significance value of the test (t) for job satisfaction (0.032) is less than (0.05), and from it we reject the null hypothesis and accept the alternative hypothesis that says there are statistically significant differences among male and female employees in sports clubs about sports events, and therefore we conclude that the gender variable in sports clubs is influential to the degree of sports events

3- Depending on the educational qualification: There were no statistically significant differences at the level of significance (0.05) in the level of sports events for the study

sample in sports clubs according to educational qualification.

To test the existence of differences or not, the data was subjected to the test (One Way Anova) for differences between averages for several categories

59

0.765**	1.15	20.9 %	32	female	Planning	10 variance	
Non-functional at 0.05	0.368	1.009	0.636	**0.456	9	Economic	**0.545
			0.631	108	68.09		
				10	University Degree (Bachelor)	high	

Source: Prepared by the student based on the outputs of SPSS

Through the previous table, it is clear that the value of (F) at the level of significance (0.368) is greater than the level of significance (0.05) This makes us accept the null hypothesis, which says that there are no statistically significant differences in the degree of sports events according to their educational level of the sample members, including the educational level variable that does not affect their job satisfaction.

5- Depending on the length of service: -

There were no statistically significant differences at the level of significance (0.05) in the level of sports events for the study sample in sports clubs according to the length of service.

To test the existence of differences or not, the data was subjected to the test (One Way Anova) for differences between averages for several categories

77

indication	is a function at 0.05	0.254	- 1.148	0.847	3.96	79.1 variance	
Non-functional at 0.05	0.811	0.210	0.179	Phrases	9.8%	20.9	female
			0.853	108	92.075	Within groups	
				77	F value	Number of years of service	

Source: Prepared by the student based on the outputs of SPSS

Through the previous table, it is clear that the value of (F) with the level of significance (0.811) is greater than the level of significance (0.05) This makes us accept the null hypothesis, which says there is no statistical significance for the degree of sports events according to the years of experience of the sample members, and therefore the seniority of employees is not an influential factor in sports events.

4- Depending on employment status: There were no statistically significant differences at the level of significance (0.05) in the level of sports events for the study sample in sports clubs according to employment status.

To test the existence of differences or not, the data was subjected to the test (One Way Anova) for differences between averages for several categories

110

23	16 years	value F	is a function at 0.05	13	Sports	Very high variance	
96.234	Total	0.043	0.028	1	0.028	0.877	15%
			0.653	109	71.161	Within groups	
				110	71.189	Total	

Source: Prepared by the student based on the outputs of SPSS

Through the previous table, it is clear that the value of (F) at the level of significance (0.837) is greater than the level of significance (0.05) This makes us accept the null hypothesis and from it there is no statistical significance for the degree of sports events according to the functional status of the sample members and from it the functional status of the study sample is not an influential variable in sports events.

* Results

It is clear that the average satisfaction with all dimensions of the scale amounted to 4.06 and this indicates high-class job satisfaction among the employees of the Ministry of Riyadh and that all dimensions of the level of planning received a high-class evaluation, which falls into the category (4.20 - 3.41), which means OK on the statements presented to the study sample, where their ranking was as follows: -

After planning (digital services are operated by specialists in the field) has obtained the highest arithmetic mean (4.22) and a standard deviation of (0.63) and this indicates the existence of a digital

transformation of the very high class in the clubs of the Ministry of Sports.

Followed by planning (a digital system commensurate with the activities and policy of the club) is used with an arithmetic mean of (4.15) and a standard deviation of (0.83) and this indicates that this dimension for clubs is also of high class, which indicates the approval of the study sample.

Followed in third place by the dimension of (the planning strategy of the organization implements the state's directions in planning) with an arithmetic average of (4.13) and a standard deviation of (0.76), which is the other satisfaction with a high degree indicating the approval of the study sample on the statements presented to them.

Followed in the fourth and last place is the dimension of (the organization is constantly updating and developing hardware and software for digital technology) with an arithmetic mean of (3.81) and a standard deviation of (0.93), which is the other satisfaction with a high degree indicating the approval of the study sample on the statements presented to them.

The average of sports events in all dimensions of the scale amounted to 4.35 and this indicates that there is strong approval of the very high

degree among the study sample in sports clubs in the Ministry of Riyadh and that all dimensions of sports events won a very high degree evaluation, which falls into the category (5.00 - 4.21), which means strongly agree with the statements presented to the study sample, where their ranking was as follows: -

After sports events (tourism from the application of planning) has obtained the highest arithmetic mean (4.38) and a standard deviation of (0.59) and this indicates that there is a competitive advantage for the administrative and organizational dimension of the very high degree among the study sample in sports clubs.

Followed by the dimension of mathematical events (economic from the application of planning) with an arithmetic mean estimated at (4.37) and a standard deviation of (0.69) and this indicates that this dimension for the study sample is also of high degree, which indicates the approval of the study sample.

Followed in third place by the dimension of (sports) with an arithmetic average estimated at (4.31) and a standard deviation of (0.67), which is the other satisfaction with a high degree indicating the approval of the study sample on the statements presented to them.

The relationship between planning in all its dimensions and sports events is a function at the level of significance (0.05), where the Pearson correlation coefficient between planning and sports events (0.725) as it becomes clear to us that there is a strong and positive direct correlation between planning and sports events.

As for the existence of a correlation between the various dimensions of planning and sports events, a positive and strong correlation was found between planning than if the correlation coefficient reached (0.765) and this indicates that the work with a relationship with planning and tourism from the application of planning.

As for the correlation between the dimension of planning and sports, a strong positive and strong correlation was found between planning and sports if the correlation coefficient reached (0.668) and this indicates that the work with a relationship between planning and sports from the application of planning.

There is also a correlation between the dimension of planning for the economic of the application of planning has found a strong correlation positive and strong

between the dimension of planning for the economic if the correlation coefficient (0.637) and this indicates that the work with a relationship with the existence of my planning and economic application planning.

*** Results**

Saudi Arabia's Vision 2030 places a strong emphasis on transforming the kingdom into a global sporting hub. To achieve this, meticulous event planning across various dimensions is crucial. Here's where a comprehensive study could delve into: -

1- Economic Impact: Quantify how effective planning contributes to factors like increased tourism revenue, job creation in hospitality and service sectors, and infrastructure development around sporting venues. This could involve analyzing pre- and post-event economic data, along with surveys targeting businesses and individuals.

2- Social Impact: Measure how planning influences participation in sports at various levels (grassroots to professional), community engagement through volunteer programs and event activations, and a sense of national pride through successful events and athlete achievements. Studies could involve surveys of residents, participation

data in sporting programs, and social media sentiment analysis.

3- Event Success: Evaluate how planning affects athlete satisfaction with facilities and competition organization, media coverage generated by the event, and operational efficiency in areas like ticketing, security, and transportation. This might involve surveys of athletes and media personnel, along with operational data analysis from event organizers.

4- Logistics and Infrastructure: Examine the role of planning in creating world-class facilities with cutting-edge technology for athlete performance and spectator experience. This could involve studying the planning process behind new stadiums and training centers, alongside analyzing the development of transportation networks (including public transport options) and the creation of accommodation options to cater to different visitor budgets.

Environmental Sustainability: Green Initiatives: Analyze the incorporation of sustainable practices in event planning, such as renewable energy sources, waste management strategies, and water conservation measures. This could involve studying official reports from event organizers and conducting site visits to assess implementation.

Legacy Projects: Investigate how event planning incorporates elements that create a lasting positive impact on the environment. This could involve examining plans for repurposing temporary facilities, developing green spaces around sporting venues, and promoting eco-friendly travel options for spectators.

Technological Innovation: Fan Engagement Apps: Analyze the role of event planning in implementing innovative mobile apps that enhance fan engagement, such as interactive features, real-time data access, and personalized experiences.

Data-Driven Decisions: Explore how event planning utilizes data analytics to optimize various aspects like security, crowd management, and concession stand operations, leading to a smoother event experience.

Long-Term Vision: Skills Development: Investigate how event planning initiatives contribute to developing a skilled workforce for the burgeoning Saudi sporting sector. This could involve analyzing training programs offered by event management companies and partnerships with educational institutions.

Knowledge Transfer: Assess the role of knowledge-sharing programs incorporated into event

planning, focusing on collaborations with established international sporting bodies to foster expertise within the Kingdom.

Future Considerations:
Contingency Planning: Analyze the effectiveness of contingency plans within event planning to address unforeseen circumstances like weather disruptions, security threats, or public health emergencies.

Evolving Landscape: Consider how event planning adapts to emerging trends in the sporting world, such as the growing popularity of e-sports and the potential for integrating them into major sporting events.

Economic Impact: This aspect remains crucial, quantifying the financial gains through pre- and post-event data analysis focusing on tourism revenue, hospitality and service sector job creation, and infrastructure development. Surveys targeting businesses and individuals will further illuminate spending patterns and perceived economic benefits.

Social Impact: Analyzing participation data alongside surveys of residents will reveal the impact of planning on sports participation at all levels. Event activation and volunteer program effectiveness in fostering community engagement can be

assessed through surveys and social media monitoring. Social media sentiment analysis will gauge national pride arising from successful event execution and athlete achievements.

Event Success: Athlete satisfaction surveys will shed light on their experience with facilities, organization, and competition aspects. Media coverage volume and tone analysis will assess the effectiveness of attracting media attention. Operational data collaboration with event organizers will analyze ticketing, security, transportation, and other logistical aspects, leading to future planning improvements.

Logistics and Infrastructure: A deep dive into the planning process behind world-class sporting facilities is necessary. This includes analyzing the incorporation of cutting-edge technology for athlete performance and spectator experience. Transportation network development, particularly public options, will be assessed for accessibility alongside evaluating accommodation diversity to ensure inclusivity and tourism sector growth.

*** Recommendations**

Building upon the identified strengths and weaknesses in planning

through the study results, recommendations could focus on:

Strategic Planning: Developing long-term plans that not only align with Vision 2030 goals but also consider the evolving global sporting landscape. This could involve creating a roadmap for fostering a diverse sporting ecosystem that caters to a range of sports, athlete development programs, and spectator experiences.

Stakeholder Engagement: Moving beyond traditional top-down approaches, fostering strong collaboration between government agencies responsible for sports development and infrastructure, sporting bodies at national and regional levels, private investors financing event infrastructure and sponsorships, and local communities who will be impacted by and contribute to the success of events. This could involve establishing forums for communication and joint decision-making.

Knowledge Sharing: Creating platforms for knowledge sharing and capacity building. This could involve collaborating with international sporting organizations and event management experts to exchange best practices in areas like event sustainability, volunteer

management, and effective marketing campaigns.

Sustainability: Integrating environmental considerations into all stages of planning, from venue construction with a focus on energy efficiency and minimal waste generation to responsible waste management practices during events and post-event repurposing of facilities. This would ensure minimal ecological impact of sporting events and showcase Saudi Arabia's commitment to environmental responsibility.

*** Future Research**

Beyond the initial study, further research could delve deeper into: -

The impact of mega-events vs. smaller, regular sporting events: Analyze the cost-benefit ratio, legacy impact, and audience reach of mega-events like the Olympics compared to hosting smaller, recurring events like international tournaments or regional competitions.

The role of technology in planning and managing sporting events: Explore how advancements in areas like artificial intelligence, big data analytics, and virtual reality can be leveraged to optimize logistics, enhance spectator experiences, and personalize event marketing strategies.

The long-term social and cultural impact of hosting major sporting events: Investigate how hosting major sporting events fosters social cohesion, national identity, and cultural exchange within Saudi Arabia, while also examining its potential influence on regional and international perceptions of the country.

The effectiveness of different marketing strategies in attracting international audiences: Analyze the effectiveness of traditional marketing channels compared to social media campaigns, influencer marketing, and content marketing strategies targeted at international sports enthusiasts.

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