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Topic:

Understanding the Significance of Embracing the Diversity of an entry point to Explore the Complex world of Sport Event in Saudi Arabia.

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Abstract:

Sport events are a **prominent and integral part of modern society**, transcending geographical, cultural, and social boundaries. This abstract offers a comprehensive overview of sport events, highlighting their significance, diversity, and multifaceted nature.

Sport events **encompass a wide range of activities, from local community games to global spectacles like the Olympics and World Cup**. These events serve as platforms for athletes to showcase their skills and passion, fostering a sense of competition and unity among participants and spectators alike. Moreover, they contribute significantly to the economy, tourism, and the entertainment industry.

The diversity of **sport events is striking, ranging from team sports like soccer, basketball, and cricket to individual disciplines like tennis, athletics, and golf**. Additionally, the Paralympic Games and Special Olympics underscore the inclusivity of sports, embracing athletes with disabilities. These events promote diversity, equity, and social inclusion.

The social impact of sport events is profound. They have the power to inspire, motivate, and unite communities, fostering a sense of pride and identity.

Sport events also promote physical fitness, health, and well-being, combating sedentary lifestyles and obesity.

Furthermore, they offer opportunities for diplomacy and cultural exchange, transcending political conflicts.

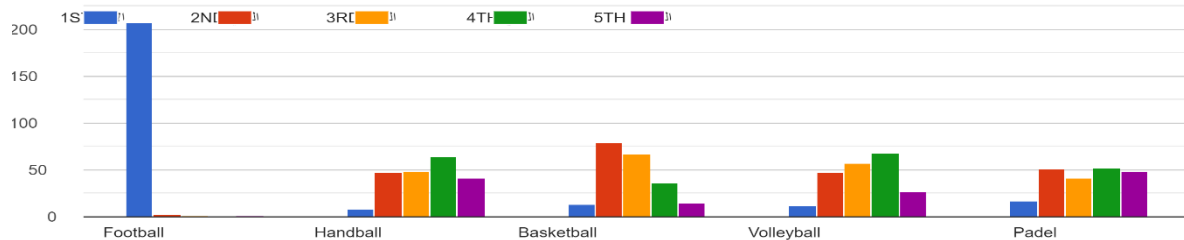
In conclusion, sport events are multifaceted phenomena that touch upon various aspects of society, including culture, economics, and health. Understanding their significance and embracing their diversity is crucial for harnessing the positive impact of sport events on individuals and communities alike. This abstract serves as an entry point to explore the complex world of sport events and their far-reaching implications.

Key words: Sport events, society, athletes, opportunities, promotion.

I carried out a survey asking people and sport enthusiasts on sporting events in Saudi Arabia, *after surveying 211 people and sport enthusiasts, the questions and answers are as followed:*

Q1: From your personal perspective, rank these sports in the Kingdom of Saudi Arabia from most famous to least (**Football-Handball-Basketball- Volleyball-Padel**):

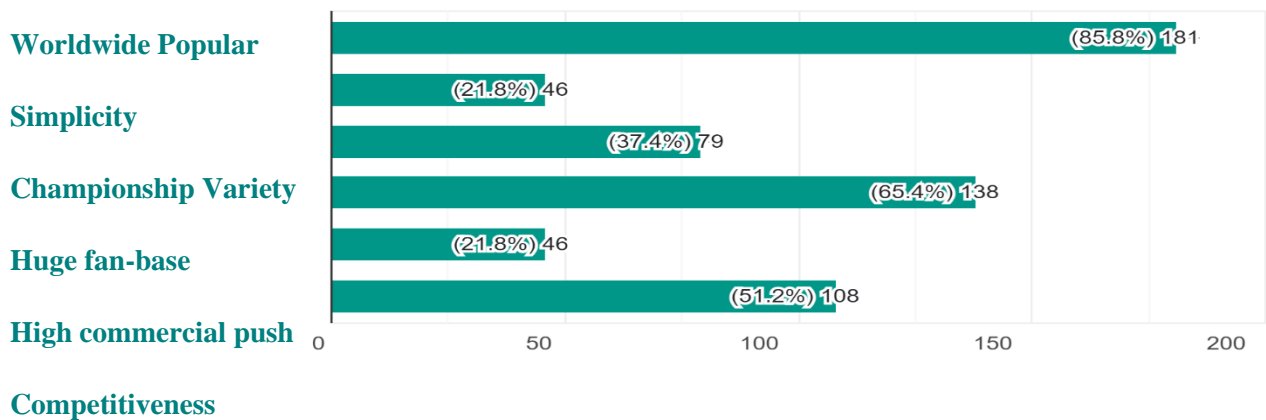
Figure. 1



After observing the votes (Figure. 1), we can conclude that football is dominating the sport scene in Saudi Arabia.

Q2: Why is football considered the **most supported** and popular sport in The Kingdom of Saudi Arabia? (You can choose more than one option)

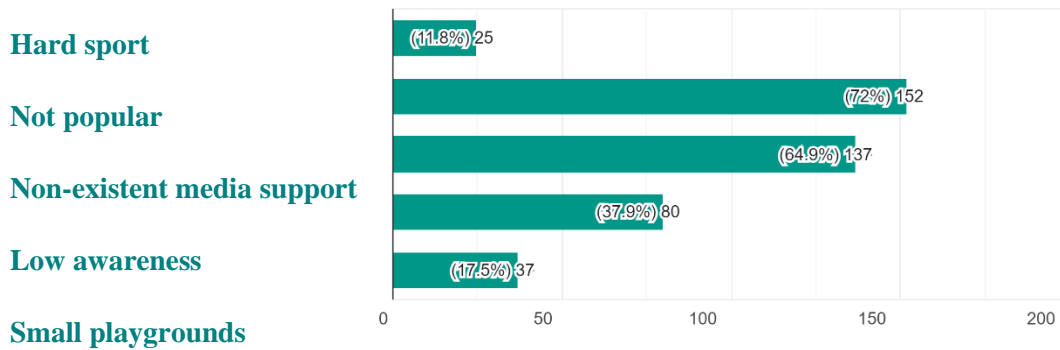
Figure. 2



A2: After observing the outcome of the results (Figure. 2), we can conclude that the main reason for football to be the most popular in the kingdom of Saudi Arabia is because the sport is worldwide popular.

Q3: Why is handball considered one of the **least supported** sports in the Kingdom of Saudi Arabia? (*You can choose more than one option*)

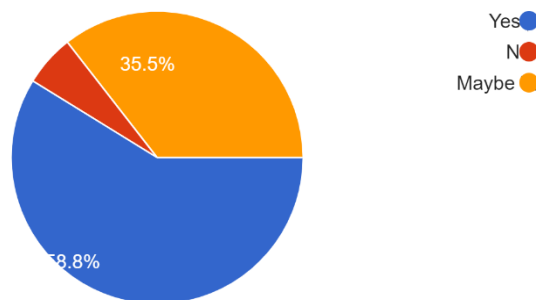
Figure. 3



A3: After witnessing the results (Figure. 3), we can conclude the reason was due to **handball being unpopular**.

Q4: From your point of view, is the lack of clubs for sports **other than football** one of the factors that weakened their presence on the sports scene? (*binary question*)

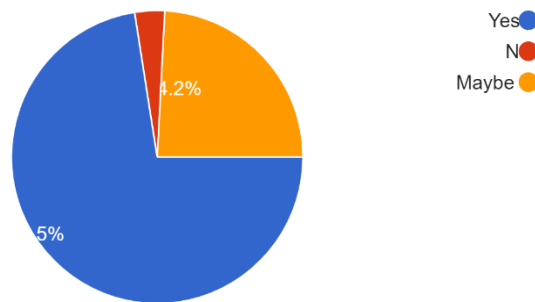
Figure. 4



A4: As we can see (Figure. 4), **58.8% agreed** upon having the lack of clubs for sports is one of the factors that weakened their presence on the sports scene. (**35.5% Maybe and 5.7% No**)

Q5: In your opinion, does the lack of sponsors to adopt sports **other than football** have a strong impact on the low level of excitement needed to take on the challenges of other sports? **(binary question)**

Figure. 5



A5: After noticing the results (**Figure. 5**), **72.5% of enthusiasts agreed** on the lack of sponsors to adopt other sports have a strong impact on the low level of excitement needed to take on the challenges of other sports. **(24.2% Maybe and 3.3% No)**

Q6: From your point of view, how do we support less popular sports such as handball? **(You can choose more than one option)**

A6: After looking at the results (**figure. 6**), we can conclude that **diversity in advertising methods** would be the most correct way to make less popular sports more popular.

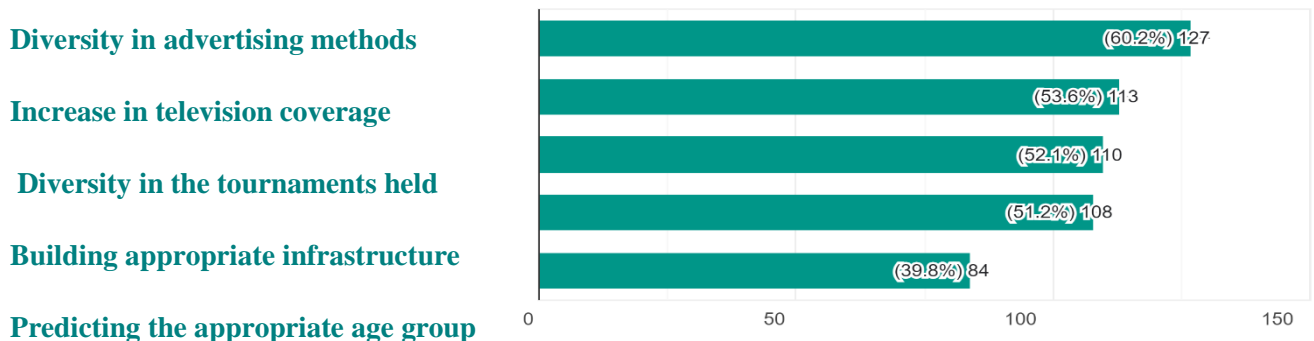
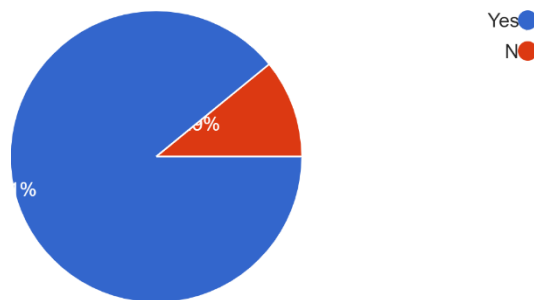


Figure. 6

Q7: Do you support the idea of hosting international championships for sports other than football in the Kingdom of Saudi Arabia to increase public awareness of its existence? **(binary question)**

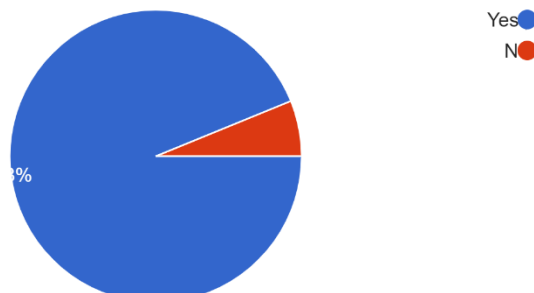
Figure. 7



A7: after marking the results (**Figure. 7**), **89.1% agreed** on hosting more sports other than football in the Kingdom of Saudi Arabia to increase public awareness of its existence. (**10.9% No**)

Q8: Do you support the necessity of supporting various sports other than football that contribute to raising the flag of the Kingdom of Saudi Arabia in various forums? **(binary question)**

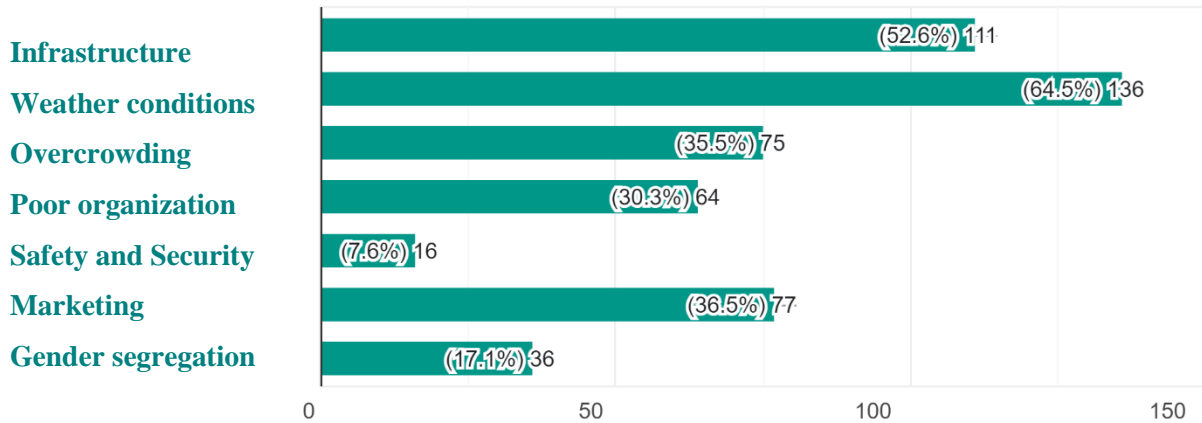
Figure. 8



A8: After checking on the answers (**Figure. 8**) we can see that **93.8% support** the necessity of supporting various sports other than football that contribute to raising the flag of the Kingdom of Saudi Arabia in various forums. (**6.2% No**)

Q9: From your point of view, what are the challenges facing **organizing sporting events** in Saudi Arabia?

Figure. 9



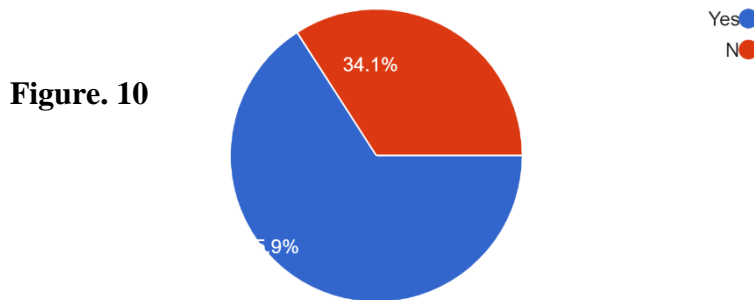
A9: After observing the graph above (**Figure. 9**), we can conclude that weather conditions in Saudi Arabia is the strongest challenge faced in organizing a sporting event.

Q10: What are the methods used to confront the challenges **you chosen** in organizing sporting events in Saudi Arabia? (**SAQ**)

A10: Since the question is a **Short Answer Question (SAQ)**, I received different answers depending on the problems chosen by enthusiasts, **for example: “organise classes for training workers for overcrowding and security tactics”, “Improving infostructure by adding air-conditioned stadiums, and having a very good marketing method to combine product and sport popularity” , “there must be technical support and diversity of age groups from both genders”.**

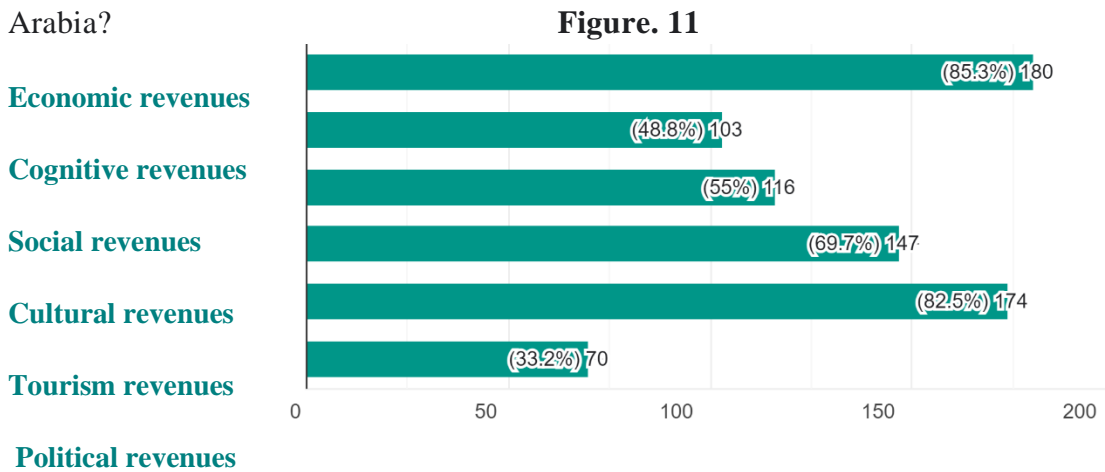
And much more answers were applied to this question, **but these answers were covered in this thesis in much more detail.**

Q11: Do you support the presence of women's teams in all sports to represent the Kingdom of Saudi Arabia in tournaments? (**binary question**)



A11: As witnessed in the graph above (Figure. 10), we can sense much more contrivers opinions. (65.9% Yes, 34.1% No)

Q12: What is the **type of revenue** on hosting sporting events in the Kingdom of Saudi Arabia?



A12: As we can see here (Figure. 11), the economic and tourism revenue are the most common revenues on hosting sporting events in the Kingdom of Saudi Arabia.

Introduction

After careful consideration on the topic of this thesis, and after seeing and analysing the survey, the topic of discussion will be on both football and handball, and ways of planning, preparing, executing, post-Event analysis and Professional Development ideas to transform a normal sporting event to a bigger event.

Handball and football are two of the most popular and widely followed sports in the world, each with its unique characteristics, history, and global appeal. While they share the common thread of being team sports played with a ball, the two sports diverge in many aspects, from their origins to the rules governing their gameplay. This introduction provides a brief overview of handball and football, setting the stage for a deeper exploration of these two beloved sports.

Handball, often referred to as team handball or Olympic handball, is a fast-paced indoor sport played by two teams of seven players each. It originated in Northern Europe in the late 19th century and has since gained popularity worldwide. The objective of handball is to score goals by throwing a ball into the opposing team's net. It combines elements of soccer and basketball, featuring quick passes, dribbles, and rapid transitions between offense and defense. Handball is known for its dynamic and high-scoring nature, making it an exhilarating sport for both players and spectators. (Wagner, H., Finkenzeller, T., Würth, S., & von Duvillard, S. P. 2014)

Football, on the other hand, is a globally revered outdoor sport, also known as soccer in some regions, with a history that dates back centuries. Played on a rectangular field by two teams of 11 players each, football's primary aim is to score goals by getting the ball into the opponent's net. The sport emphasizes teamwork, strategy, and individual skill, with players using their feet to kick the ball. Football's World Cup is one of the most-watched sporting events in the world, showcasing the international appeal and fervor associated with the sport.

While both handball and football involve teams, goals, and a ball, they differ significantly in terms of playing surfaces, team sizes, and rules. Handball is played indoors on a smaller court, with a higher scoring rate and more frequent player substitutions. Football, on the other hand,

is an outdoor sport with larger teams, vast playing fields, and longer match durations. (Reilly, T., & Gilbourne, D. 2003).

In the subsequent discussions, we will delve deeper into the histories, rules, and cultural significance of handball and football, shedding light on what makes these sports so beloved and how they continue to captivate audiences worldwide.

The Difference Between Both Handball and Football:

Handball and football are both popular sports in Saudi Arabia, but they differ in various aspects, including their histories, rules, popularity, and cultural significance. Here are some key differences between handball and football in Saudi Arabia:

1- Historical Background:

Football: Football has a longer history in Saudi Arabia, dating back to the early 20th century. It has deep cultural roots and is one of the most popular and widely followed sports in the country.

Handball: Handball, while also having a presence in Saudi Arabia, is a relatively newer sport compared to football. It gained recognition and popularity in the Kingdom in the latter half of the 20th century. (Al Attar, W. S. A., Al Masoudi, N., Al Zubeadi, A., & Qasem, A. 2021)

2- Rules and Gameplay:

Football: Football is played on a large rectangular field with two teams of 11 players each. The primary objective is to score goals by getting the ball into the opposing team's net. Players use their feet to kick the ball.

Handball: Handball is played indoors on a smaller court with two teams of seven players each, including a goalkeeper. The objective is to score goals by throwing a ball into the opposing team's net. Players use their hands to pass and shoot. (Hamdan, A. G., Khudair, Y. H., & Abbas, H. 2024)

3- Popularity:

Football: Football enjoys immense popularity in Saudi Arabia, with a massive following at the professional and grassroots levels. The Saudi Professional League (SPL) features some of the country's most prominent clubs and has a passionate fan base.

Handball: Handball has been growing in popularity in Saudi Arabia but does not have the same level of popularity and following as football. It has a dedicated community of players and enthusiasts but does not command the same attention as football. (Fatta, A. 2013)

4- Competitive Success:

Football: The Saudi Arabian national football team, known as the Green Falcons, has a history of participation in FIFA World Cup tournaments and has had notable successes in international competitions.

Handball: While the Saudi national handball teams participate in regional and international competitions, they may not have achieved the same level of success or recognition as the football teams. (Reiche, D. 2016)

5- Facilities and Infrastructure:

Football: Saudi Arabia has invested heavily in football infrastructure, with modern stadiums and training facilities. These facilities host domestic league matches and international competitions.

Handball: Handball also benefits from some of the sports infrastructure investments, but the scale and resources allocated to handball facilities may be less compared to football. (Sayyid, S. M., Asnaldi, A., bin Zainuddin, Z. A., & Nahary, A. M. 2022)

In conclusion, while both handball and football have their place in Saudi Arabia's sports landscape, football holds a more prominent and established position in terms of history, popularity, and infrastructure. Football's deep cultural roots and widespread following make it a national passion, whereas handball is growing but has yet to reach the same level of recognition and popularity as football in the Kingdom.

We can ask ourselves, what are the problems and obstacles facing Saudi Arabia in organising and hosting these sport events?

Challenges in organizing Handball and Football events in Saudi Arabia:

Organizing and hosting handball and football events in Saudi Arabia can be a complex endeavor, and various challenges may arise. Here are some common problems associated with hosting these sports events in the Kingdom:

1- Weather Conditions:

Saudi Arabia's climate, particularly during the summer months, can be extremely hot and arid. This poses challenges for outdoor football events, as players and spectators may struggle with the extreme heat, potentially impacting the quality of the game and attendance. (Abdel Azim Ahmed, T. S. 2017)

2- Infrastructure:

While Saudi Arabia has invested in sports infrastructure, ensuring that stadiums, training facilities, and transportation networks meet international standards for hosting events can be a logistical challenge. Ensuring that venues are well-maintained and equipped for both players and fans is crucial. (Monshi, E., & Scott, N. 2017)

3- Gender Segregation:

Saudi Arabia has traditionally enforced strict gender segregation, which can complicate the organization of mixed-gender sporting events, particularly in football where female spectators may face restrictions on attendance. Addressing these concerns while promoting inclusivity is a complex task. (Almathami, R., Khoo-Lattimore, C., & Yang, E. C. L. 2022)

4- Cultural Sensitivities:

Cultural norms and sensitivities can impact the planning and execution of sporting events. Event organizers need to navigate cultural considerations while ensuring that athletes and fans from diverse backgrounds feel welcome and respected. (Ahmed, Q. A., & Memish, Z. A. 2019)

5- Security:

Ensuring the safety and security of players, officials, and spectators is paramount. Security concerns can be heightened during major events, and effective measures must be in place to mitigate risks. (Rookwood, J. 2019)

6- Fan Experience:

Enhancing the fan experience is essential for attracting and retaining spectators. This includes providing amenities such as comfortable seating, quality concessions, and engaging entertainment beyond the sport itself. (Binjwaied, M., Richards, I., & O'Keeffe, L. A. 2015)

7- Financial Sustainability:

Hosting major sporting events can be costly, and ensuring the financial sustainability of these events is a challenge. Generating revenue through ticket sales, sponsorships, and merchandising while managing expenses is critical. (Alhakami, F. 2014)

8- International Collaboration:

Coordinating with international governing bodies, teams, and organizations for hosting events can involve bureaucratic and logistical challenges, including visas, travel arrangements, and compliance with international regulations. (Monshi, E., & Scott, N. 2017)

9- Promotion and Marketing:

Effectively marketing and promoting handball and football events to attract spectators and sponsors can be challenging, especially when competing with other entertainment options. (Abdelhak, B., & Ali, Y. 2021)

10- Scheduling Conflicts:

Scheduling conflicts with other sporting events or major international competitions can impact the availability of top-tier athletes and teams for participation. (Al-Mufadhali, S. S. 2013)

Despite these challenges, Saudi Arabia has demonstrated its commitment to “**hosting high-profile sporting events has made significant progress in overcoming many of these issues.**”

Reserved from: McGillivray, D., Koenigstorfer, J., Bocarro, J. N., & Edwards, M. B. (2022).

Proposed Ways to Overcome the Challenges:

Overcoming the challenges in organizing and developing handball and football events in Saudi Arabia requires a strategic and concerted effort from various stakeholders, including government bodies, sports organizations, event organizers, and local communities.

Here are some steps that can be taken to address these issues:

1- Invest in Infrastructure:

Continue to invest in modern stadiums, training facilities, and transportation networks to meet international standards. Regular maintenance and upgrades are essential to ensure that venues remain in top condition. (Albuhlul, E. A. M. 2022)

2- Weather Management:

Schedule outdoor events during cooler months or evenings to mitigate the impact of extreme heat. Ensure that stadiums are equipped with climate control systems to provide a comfortable experience for spectators and players. (Matzarakis, A., & Fröhlich, D. 2015)

3- Gender Inclusivity:

Promote inclusivity by working towards allowing female spectators at sporting events and ensuring that facilities are gender-neutral when appropriate. Encourage the participation of women in sports, including organizing women's handball and football events. (Al Ruwaili, M. D. 2020)

4- Cultural Sensitivity:

Develop guidelines and training programs for event organizers and participants to respect local cultural norms and sensitivities while ensuring an inclusive environment. (Albuhlul, E. A. M. 2022)

5- Security Measures:

Collaborate with law enforcement agencies to implement robust security measures to safeguard athletes, officials, and spectators. Regular risk assessments and contingency planning can help anticipate and manage security challenges. (Elwakeel, A. W. A., Senosy, L. M., & Mohamed, L. F. 2022)

6- Fan Engagement:

Enhance the fan experience by providing quality amenities, interactive activities, and entertainment beyond the sports event itself. Consider fan zones, interactive displays, and engaging halftime shows. (Halwani, M. A., Gaber, M. F., & Ahmed, A. K. 2023)

7- Financial Sustainability:

Develop a sustainable financial model that balances revenue generation with prudent expense management. Seek partnerships with corporate sponsors and explore revenue streams such as broadcasting rights and merchandise sales. (Chadwick, S., & Widdop, P. 2022)

8- International Collaboration:

Foster relationships with international sports governing bodies to facilitate the organization of events, streamline administrative processes, and ensure compliance with international regulations. Actively bid for hosting rights for major international tournaments. (Hayden, C. 2009)

9- Promotion and Marketing:

Implement effective marketing and promotional strategies to reach a wider audience. Utilize digital and social media platforms to engage fans and build anticipation for upcoming events. (Al-Hazaa, H. M., & AlMarzooqi, M. A. 2018)

10- Community Engagement:

Involve local communities by organizing grassroots initiatives, coaching programs, and school competitions to encourage youth participation in handball and football. Engaging communities can create a pool of talent and passionate fans. (Selim, H. S., & Hassan, A. K. 2022)

11- Professional Development:

Invest in the training and development of coaches, referees, and sports administrators to raise the overall standard of handball and football in the country. (Alardani, G. 2023)

12- Scheduling Coordination:

Collaborate with international sports calendars to minimize scheduling conflicts. Ensure that domestic league schedules are aligned with international competitions to maximize the participation of top athletes. (Alsmadi, M. K., Jaradat, G. M., Alzaqebah, M., ALmarashdeh, I., Alghamdi, F. A., Mohammad, R. M. A., ... & Alqahtani, A. 2022)

13- Government Support:

Work closely with government bodies to secure necessary funding, regulatory support, and strategic planning for sports development. Highlight the positive social and economic impacts of sports on society. (Albuhlul, E. A. M. 2022)

By addressing these challenges through a coordinated effort, **Saudi Arabia can continue to grow its handball and football sectors, host successful events, and contribute to the development of sports at both the national and international levels.**

Handball and football events in Saudi Arabia hold great potential for growth, development, and contribution to the nation's sports culture, economy, and international reputation. To ensure the success of these events and their long-term sustainability, a well-structured approach encompassing **planning, preparation, execution, post-event analysis, and professional development** is essential. **Here is a comprehensive conclusion with ideas for each stage:**

1-Planning:

Begin with a clear vision and strategic plan for the development of handball and football in Saudi Arabia, setting short-term and long-term goals. Establish a dedicated sports authority or department responsible for overseeing the planning and organization of events. Collaborate with international sports governing bodies to bid for hosting rights for major tournaments, ensuring alignment with the nation's goals. (Currie, G., & Shalaby, A. 2012)

2-Preparation:

Invest in sports infrastructure, including stadiums, training facilities, and transportation networks, while ensuring compliance with international standards. Develop comprehensive security protocols and contingency plans to ensure the safety of participants and spectators. Create promotional campaigns and marketing strategies to build excitement and anticipation for events. (Mohsenifar, A., Dousti, M., Zare, F., & Géczi, G. 2022)

3-Execution:

Execute events with precision, providing a fan-friendly experience that includes comfortable seating, quality concessions, and engaging entertainment beyond the sports action. Ensure gender inclusivity by allowing female spectators, providing gender-neutral facilities, and promoting women's participation in handball and football. Leverage digital platforms for live streaming, real-time updates, and fan engagement, enhancing the reach and engagement of events. (Ettinger, A. 2023)

4-Post-Event Analysis:

Conduct thorough post-event evaluations to assess the success of the event, including attendance figures, revenue generation, and fan feedback. Analyse the impact of the event on the local economy, tourism, and the sports industry, highlighting its positive contributions.

Use insights gained from post-event analysis to make data-driven decisions for future event planning and improvements. (Serdar, M. Z., & Al-Ghamdi, S. G. 2023)



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5-Professional development:

There are several ways to professionally develop yourself and further enhance your skills and expertise in sports event management. By taking proactive steps to reflect, learn, grow, and apply your knowledge and skills, you can continuously develop yourself professionally in the field of sports event management and position yourself for success in future endeavours. (Ettinger, A. 2023)

After pointing out and briefly described each stage of how to make sure a sporting event begins and ends successfully, now we will move on back to our **main thesis, Planning, Preparing, Executing, Post-event Analysis, and Professional Development at Football and Handball Sporting Events in Saudi Arabia.**

Let's start with **football.**

Planning and Execution of a Football Sport Event in Saudi Arabia

Introduction

In this thesis, we examine the approach to planning and execution of a football sport event, what happens in Milan, and mention the most significant contributions of a working group. The process and results that have been achieved in past four cycles in the ambition to be the fourth event. Although the study of many successful football events lies in the fact that each phase was preceded by an important study of economic, social, environmental, and cultural aspects, this is just a brief mention. A thorough examination of all those aspects, with the correct weights, which have been debated in other places in the long cycle of inputs made after the experiences in South Korea, Denmark, and China.

The community to gain experience with sports, culture, academics, arts, and recreation. The people have nice interaction with the sport, which will give nice networks. The Juventus and AC Milan managers, in cooperation with the Italian Football Federation, have accepted the

Saudi Arabian General Sport Authority's invitation to play the Italian Super Cup in the country's capital, in King Abdullah Sport City in Majma'ah weekend.

This report is about the study of planning and execution of a football sport event, Saudi Super Cup 2015. It shows the main steps on how to achieve the goals and who is responsible for it. It tells us how to make the event successful and well-organized. It helps us in many future events in Saudi Arabia. The execution part of this sport is going well. The sport is a tool for nice development and non-profit based organizations events which help the youth generations to gain opportunities. (Bianco, C., & Sons, S. 2023)

First phase:

1- Planning Phase

The stadium concept options are based on the initial evaluations of the state of the Al-Safa stadium arena, official competition of the sport event to which it is intended, Al-Safa stadium characteristics, and possible acquisition of other necessary spaces inside the Al-Safa complex and the relationship between the audience and the system. Based on safety regulations for public shows and events, namely federal law 13.425 from March 2017, a concept should be chosen that allows access control, ease and speed movement, short-time confinement, and segregation of the public (meeting with the concept handball in fast games, however characteristic the staff will be the competitors) and evacuation typologies from the sports site to provide safety in major contingencies. Each concept option complies with that law, adapting in that safety clause that meets different audiences and minimizes response times to any situation, and each concept offers different possibilities of economies and potential revenue through its operation. (Daddi, T., Rizzi, F., Pretner, G., Todaro, N., Annunziata, E., Frey, M., & Iraldo, F. 2022)

The main activities in the planning phase were inspections of the event site Al-Safa Stadium, consensus of the operational plan, team formation, test with the volunteers, risk assessment, and selection of possible stadium concept options. The venue operational planning steps are the scope identification and conceptual stadium and signature risks, consulting previous editions

and updates to the FIFA standards. Two distinct phases were assumed in the study. This is because they require different considerations. Each phase is detailed in the documents, which are the previous editions of the FIFA manual, the presentations document of preparatory workshops 1 and 2 (each workshop is in a previous edition of the contests), checklists for workshops, and the site visits with form VPP plane. These assist in understanding what was considered at the time of the 2014 football world cup. (Müller, M. 2015)

Identifying Goals and Objectives

The goals and objectives also need to be measurable. There should be a way to determine if the goals had been met or not. The achievement of Saudi's government through General Sport Authority (GSA) in hosting a world-class international event in Jeddah, Saudi Arabia was the evidence of achieving the first goal and objective. Without goals and objectives, the occurrence of the event will not go off according to plan. The objective of achieving Saudi's Vision 2030, to attract and invest in world-class sporting events to raise local communities' happiness level and encourage widespread and regular physical activity, was also achieved. The first FIFA event that has been achieved in Saudi will result in the preparation for the World Cup 2030 hosting. (Merten, S., & Winand, M. 2022)

The planning and execution of this sport football event were seen as a first step to lead and promote sport events in Saudi Arabia. The success of the event could make Saudi Arabia become a potential country to host international sport events, especially football events. Identifying the goals and objectives of the football sport event will help the organizer to plan more effectively. SMART goals were achieved for the event. The first thing was to plan with the end in mind, and goals with the end in mind should be specific, specifying exactly what is to be accomplished so that it'll be easily communicated. (Parent, M. M., & Ruetsch, A. 2020)

Budgeting and Financial Planning

But it is necessary to establish a first budget of profits, expenses, and balance and to articulate it to fit the interests and needs of the potential investors, in this case, the university. In Saudi Arabia, the construction of a financial and income budget is the initial part in the planning with

the development of the different activities of the event. In this case, the estimated date of completion is 2016, and for the implementation of the event, it was necessary to establish several business agreements with government entities and the university. These agreements conditioned many of the decisions adopted by the organizers and implied important resources and responsibilities by the university. The rest of the economic goals were achieved through the search for patronage, which initially explains the characteristics of patronage and its conditions. (Solberg, H. A., & Preuss, H. 2015)

Nonprofit organizations generally face greater challenges in obtaining resources and developing budgets that allow the needs and goals of their events to be met. In the case of organizing an amateur international university football match with the teams from Spain and the Kingdom of Saudi Arabia, one of the main stakeholders of the event is the entity that wishes to finance this economic impact in Saudi Arabia. (Solberg, H. A., & Preuss, H. 2015)

Once the goals of the event are established and the general benefits of planning are known, the next step is to establish an initial budget, including capital requirements, working capital, different costs and expenses, and of course, expected revenues, including ticket sales, advertising, and other possible promotions of the sponsors of the event. On many occasions, the lack of budgeting or poor planning in this aspect can act as a constraint for the organizers of sporting events. The financial plan in events must be linked to the goals established and therefore condition activities specific to the design and operation of the event. (B. Tobar, F., Ramshaw, G., & Oliveira, J. R. 2024)

Second phase:

2- Preparing for the Event

Marketing and Promotion

The interest for the event will place it in a prime position regarding the requested sponsorships in the country. The focus of the event is to be a professional, direct, and very dynamic sports event that generally covers a short period of time. The new event aims to both be a festival that will attract company sponsors' endorsement and long-term advertisement demands, as well as hosting numerous companies looking to reach the members of the young male market who in the Kingdom of Saudi form a sizeable population percentage believed to be amid rapid technological and social changes. The preparation and execution of the 2nd football event in Saudi Arabia also concentrates on the ways to use this satellite TV market to connect advertisers and television audiences through sponsorship property in a more direct and clearly defined manner. (da Silva, E. C., & Las Casas, A. L. 2020)

Marketing and promotions are factored into the strategy to suitably address the many aspects of the brand name and public relations based on the nationwide focus and activities surrounding the improvement of the football event. Marketing is divided into four phases. For each phase, the promotional strategies and communication channels are studied taking into consideration the essential characteristic of the targeted clients. The crucial period for marketing and promotional activities is divided into two major phases. The first phase of marketing and promotional strategies is carried out from the 10th to the 28th of April. This phase will deal with prominent issues like the introduction of the event which includes registration, committees, big football names invited as guests, and other names linked with this sport. The first meeting with the sponsors and initiation with the local advertisement sector will also be addressed, along with other essential issues related to the event. The second marketing phase, from February 1st to the 31st of May, is focused on activities and meetings with companies considered to be main sponsors, and their total amount (in cash and kind) will be determined. Furthermore, it is planned to gather the promotional feedback of several companies interested

in the event from February to June. During April and May, all marketing and promotional tools should be prepared. (McKelvey, S., & Grady, J. 2008).

Team and Player Arrangements

The first thing to do to make sure that team and player arrangements are properly executed is by forming a committee directly responsible for it. The deputy responsible for the committee can communicate easily with all important numbers of the local community, Ministry of Sports, as well as the teams who will be traveling for the event. To handle the team and player arrangements efficiently, a fully supportive committee from the ministry and Federal Football Association needs to be set up to ensure everything conducted by the Directorate for Team and Player Arrangement will be conducted efficiently. This committee shall assess requirements for the teams, athletes, officials, and media as well during their visit to KSA. A suitable location which can be used as a meeting area and administration for AFC and AFC facility should be determined, as it also would need a thorough explanation and demonstrations of all the important areas or infrastructure available for the players during the events. Governing Rules for the 3rd AFC Sports Event 2011 will also need to be made and also modified before submitted (for hosting of event) for review and confirmation from AFC Football Association. (Tavana, M., Azizi, F., Azizi, F., & Behzadian, M. 2013)

To achieve satisfactory team player arrangements, careful planning should be made in order to ensure that every team is satisfied with their housing, facilities, and environment to ensure good performance during the events. Suitable equipment also needs to be prepared to make sure the players' life and health are secured. Very important requirements, such as anti-doping education, shall be prepared and ensure that all players shall be required to input their anti-doping information online. This is a "must do" requirement which could be used as referred by AFC. (Tavana, M., Azizi, F., Azizi, F., & Behzadian, M. 2013)

Security and Safety Measures

The coordination of security procedures and safety measures is vital in the organization of sport events where it is necessary to establish a strong partnership and teamwork between the

organizers, the leaders of the security patrols, and the emergency services. Emergency services are key participants in the action plan for the security and safety of the event. It is the task of the emergency services to respond to every available demand and even to unexpected "extraordinary demand," by monitoring the vital signs and stabilizing the individuals around the world, considering the best available evidence that is continuously being applied to prevent unnecessary examinations. The National Guard is also present as part of the security effort for its recognized leadership in managing large gatherings, whether during the Hajj season in Mecca or other occasions such as the organization of public events. One of the uncontrolled advantages of this vital participation is the flexibility of the National Guard, the ability to adapt and accommodate the different missions requested by the different security services that are difficult to achieve when the service provider is unable to innovate solutions beyond their predefined obligations. (Mohsenifar, A., Dousti, M., Zare, F., & Géczi, G. 2022)

To maintain peace and facilitate safety, protection, and safety measures are always needed. In Saudi Arabia, the Ministry of Interior is the agency in charge and is primarily responsible for internal security and safety. The Ministry has established partnerships with civil defence, the secret services, the General Authority of Sports, the traffic police, the religious police, and the Ministry of Municipal and Rural Affairs. (Parent, M. M., & Ruetsch, A. 2020)

As a principle, the institutional framework requires the organizers to prepare for the planning, execution, and response of any incident that may occur during the event, where the most important points include: "The development of a security plan in coordination with the concerned authorities," to provide future visitors with security and safety; coordination with the security forces and other stakeholders to facilitate the safety and security of the event; in addition to the preparation of a regulatory plan aiming the detection of critical situations which affect the public, especially the one that concerns the security and safety, and allows the taking of early actions to reduce the consequences of the incidents. (Mohsenifar, A., Dousti, M., Zare, F., & Géczi, G. 2022)

Third phase:

3- Event Execution:

The operation encompasses the setup, implementation, and execution of on-site logistics so that the events are conducted in a smooth and uninterrupted fashion. Attendees are received comfortably and transported to their assigned seating areas or vantage points safely and securely. Event marketing experiences like advertising, publicity, press conferences, media relations, etc. raised the public awareness of the event and provoke the public interest and involvement. Tickets availability in different price levels with related services and logistic products is a focal point in event management, acting as a balance between cost and profitability. Sporting flexibility is the ability to make an event better, as it relates to unexpected problems that may arise such as unsold tickets, transportation, weather, and other areas. For example, the focus of a properly managed sporting event changes from anxious ticket sales (a marketing issue) to how to move tickets (an operational issue). A sold-out event has a high marginal cost because the priority switch of tickets from a convenience to an onerous activity. This change in perceived value lowers the intrinsic value of the ticket. Then, it is up to operational savvy allowing the venue to be nearly empty while systematically and creatively moving the unsold IBE tickets without changing the tickets' nominal price.

A full preparation process of a sport event is significantly important to assure a successful event and, thus, to make the sport industry as an important one in Saudi Arabia which faces the challenges of emerging problems and an incremental growth. Event management and marketing concepts can ensure a successful event if they are well planned and executed. The operational phase assists in implementing and coordinating the volunteers/officials and sponsors and sells related logistic services. Event live transmission in a media partner, TV for example, is a pre-planned marketing process which makes the show available to the largest possible audience by satellite and terrestrial transmissions.

Opening Ceremony and Kick-off

Meanwhile, the selected host city will look for internationally famous musicians or artists, or even students from the Saudi Academy, to participate in the opening ceremony. This process should be done with the same effort and care as a person searching for the stars of a Hollywood film opening ceremony. The stadium flying fireworks will provide the final kick off for the opening ceremony. (Krumer, A. 2020)

The last subject that will be discussed in the context of this thesis is the football players themselves because they are an important part of every football game. The ceremony should be designed to enable the active involvement of the players. For example, during the handshaking with match officials, the players should be positioned in front of the central line of the football ground for around 3 minutes (the optimal time for the opening ceremony).

Therefore, the idea for the opening ceremony is to bring the Saudi traditional dance, and for that, the appropriate music could come from the traditional dances themselves. Furthermore, for example, it could be a modern traditional dress or makeup that represents the Saudi Arabian culture. The high technology football ball projection could be used to map it properly.

It goes without saying that the kick-off is one of the most important moments of a football match and a ritualistic moment at every football game around the world. Some think the first impressions are the lasting ones, so now attention should be given to the opening ceremony. How can it be created in such a way that it reflects the Saudi Arabian culture and tradition and carries it for the FIFA World Cup 2022 in Qatar? (Castilla, J. L., González-Ramallal, M., & Mesa López, A. 2019)

Match Scheduling and Referee Coordination

The LOC and all teams participating in the event need to coordinate the travel arrangements for safe and efficient travel to and from all match venues. All transport will be characteristically subject to public law and safety rules and regulations of the host country. Consideration should be given to the maximum time a team may be involved due to refugee, immigration, and



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security checks at the venue of the match, as well as at land, air, and sea ports of entry. Time for field practice and warm-up, and additional time needed for bilateral or trilateral negotiations accompanied by appropriate records prior to the start of each match must, therefore, be planned. FINA-approved referees and several other personnel, including Local Organizer Designated Staff (Photo Managers, Doping Control Officers (DCOs), etc.), will be involved in all matches. (Diederich, C., & Bieri, A. 2023)

Scheduling is arranging events that will take place during the match in their proper order for the mutual benefit of the various events. This involves arranging the order of play; notification of match events incorporating the duration of play, half-time interval, and the possibility and use of extra time provision; notification and provision of periods of relaxation; classification and declaration of results. The time for all night matches should be given as a range, indicating a window of time during which the match will start. It is also important for the LOC to be aware of any previous match night play or communal-call prayer times according to local customs and legislation and adjust for them. When deciding upon match schedules, it is not only necessary to keep the best interest announcement and advertising effect but also to safeguard the well-being and security of the supporters and of the personnel involved in the match. (Ribeiro, C. C. 2012)

Media Coverage and Broadcasting

The football sports event is proposed to be planned and scheduled during different phases, starting from 45 days prior to the beginning of the events. Therefore, the organization and committee of the football sports event, including STC, must forecast the demand among the proposed football matches, where the demand includes the number of viewers and spectators. In the selection process, several variables are taken into account, such as timing and possible football match outcomes. The proposed work streamlines the scheduling of the football sports event in KSA and the television broadcasting strategy. As a result, a mathematical model is developed which is based on various scheduling constraints, such as the Ramadan holiday in KSA, television station capacity, and the potential results of the football match. A salient feature of the developed scheme is the real-time scheduling features and the proposed way of

broadcasting television football matches in the football event, as well as the combined impact of vacation and television station capacity. (Taks, M., Green, B. C., Misener, L., & Chalip, L. 2014)

The media coverage and broadcasting of the event are equally important when organizing a sports event, where the event is proposed to be broadcast on television channels. STC is one of the potential partners to broadcast the football event, as it is a leading and official communication company in KSA. The software is proposed to be developed in a way that provides streaming capability for the media coverage purpose, which is required to work in full-screen mode and even in a web browser. As a result, the football match will be able to be broadcast live on STC web channels and television channels. KSA and other international football television channels have a different approach to selecting and broadcasting all of the football matches, where different companies and organizations have different methods to analyse the demand for selecting the most favourable football match to broadcast. (Taks, M., Green, B. C., Misener, L., & Chalip, L. 2014)

Fourth phase:

4- Post-Event Analysis

Another interesting feedback came from the community leader informing him that they had recognized 8 products carrying their logo but they had no idea what to do with it. They had decided that in the future, they would provide permission on how many products should carry their logo. The community not only protected their cultural value, they also understood the concept of supply and demand. On the feedback from the volunteers that attended the football workshops, it was clear that some people believe more workshops are required, using football as a tool to unite the country. Finally, his most striking feedback was from sponsors who had spent a small amount of money but saw the potential for the organization to become more dependent on these corporate social responsibility funds. It was feedback that has allowed the author to improve the business plan and set goals and objectives for the future. In April 2018,

he will be visiting MENAFA in Dubai to promote the good work being carried out by the not-for-profit organization in Saudi Arabia. (Zhang, C., Zhou, X., Zhou, B., & Zhao, Z. 2022)

The author has learned a great deal from the feedback received from the participants. It was feedback that he received from the people that visited the "Family" Tent, the area in which there were arts and crafts, food, and traditional dances, that allowed him to appreciate the varied aspects of an international event. It was a South Indian lady who waited on the bench for a few minutes and then went to appreciate the efforts of the female "Mansoura" demonstrating the intricate designs popular in her country, Sri Lanka, and Pakistan. The author spoke to her about the craft, her emotional stories, and appreciation for coming to the event for such a young initiative. After questioning the lady where she was from, her answer allowed him to celebrate the differences. The feedback received from the lady has kept the author up at night. The author believes he was doing quite a good job but he focused on vehicles and trophies. The lady made him realize the power that football had to bring cultures together. (Zhang, C., Zhou, X., Zhou, B., & Zhao, Z. 2022)

Feedback Collection and Analysis: SRU officials at different hierarchical levels, from head of management to supervisors of different sections of the project, were involved in collecting feedback from event participants. Our research team received summaries of feedback from supervisors following Standard Operating Procedures (SOP) guidelines. The entire project, from its early design state to the last day, followed SOP guidelines, ensuring data was valid for use in research or for optimizing similar projects. (Morgan, A., Wilk, V., Sibson, R., & Willson, G. 2021)

Fifth and last phase:

5- Professional Development:

However, what made the study most exciting for the researchers was from the data that was collected and analysed; the unique opportunity for the professional development of Saudi Arabian students and professionals. The requirement to assist and train professional Saudi students at the event was incentivised and thus provided a unique professional development

opportunity. As students completed their studies in Event Planning and Risk Management, the Saudi students were 'tested' during the event against their peers. This was valuable for both Saudi students and the event outcome. A professional development initiative for Saudi students also contributes to the Saudi Sustainable Development Programme, which highlights the role of youth in the planning process and their development needs. (Hayton, J. W., & Blundell, M. 2021)

Professional development proves to be an imperative aspect of planning sports events. It has unfolded to be an integral component that is crucial in the success of any football event. The experience at the event was an exceptionally important learning opportunity where professionals were exposed to a unique situation, where they could increase their practical skills and knowledge by experiencing real-life scenarios. As a result of the training, it was then possible to practically demonstrate knowledge and skills in the respective fields, thereby enabling and ensuring the successful execution of the event. Professional development creating a highly skilled and knowledgeable workforce is crucial to the delivery of large-scale sport events today. The importance of professional development in large-scale sports events was recognised before the event planning started. However, in many of the previous research studies focused on aspects of professional development in either sport events or sport management have tended to focus on the more theoretical aspects of sport event planning. (Harris, R. 2013)

Learning from the Event Experience

While the participation of the Saudi Arabian local and international population in the football sport event has been reliably increasing over the period, the operational competence of the distinct public and quasi-private entities concerned to deliver the event remains at a significant low ebb. There are no definitive rules to encourage this low social performance. This requires rectifying the arising ambiguity, reaching international proactivity benchmarks, and improving the leadership function. The Saudi Arabian Event Planning System consists of two classes of main exercises: planning and execution. The same sets of principles which lead through both exercises are used for assessment. (Harris, R. 2013)

In a standard event formulation involving football (soccer), seven generic steps can be outlined: plotting through management journey, framing the event concept, identifying the event deliverables, developing the event work breakdown structure, creating the work environment network, conducting stakeholder analysis and management, identifying and managing risk, recognizing and managing uncertainties, and planning events. In the above, precise consideration should be given to management principles that positively influence the quality and the costs associated with the planning and delivery of football sport events. At all phases of the long-time planning stages, these are generic statements that serve as a checklist for event plans which are seen to be prominent for both public and private units. In the light of the foregoing, an enduring and continuously increasing interest in football in Saudi Arabia offers the prospect of personalized social concord and awareness about global relationships. (Harris, R. 2013)

Skill Enhancement and Training

In the first place, female coaches and non-athletes had the same highest ranked reason. In turn, women's reasons from the lowest to the highest reasons in regard of benefiting from the event's objectives, including skill enhancement and training, were "we will hear successful stories of participation in World Cup from our athletes", "we will learn about hosting major events", and "we will benefit from the experience of international football stars". As for those females, this relatively modest finding for the major goals of the event was the highest reported with 6.3 mean score out of the highest 7-point Likert scale, as a shared opinion simply from the fact that "an international sporting event will help to enhance the skills of domestic athletes". Since even the Arab women in the Arab Gulf are much concerned about football, **then why not hosting some of major female events like women's World Cup in the future sooner than later in the Kingdom of Saudi of Arabia?**

In addition, hosting a football game would attract a lot of people from all different backgrounds to gather and support their favourite teams. This atmosphere represents a great opportunity for getting benefits from visiting different places. Those who participated in the organization could use this time and place to make different kinds of deals with stakeholders,

whether with the government or with individuals. They could also use this opportunity to find different companies to collaborate with to conduct different kinds of events in specific areas. Different companies can use this place and time to do marketing and sell products to interested customers. (Nash, C., Sproule, J., & Horton, P. 2017)

Now moving on to our second point of this thesis, lets run up **all the phases** on **handball events in Saudi Arabia.**

Planning, Preparing, and Executing a Handball Sporting Event in Saudi Arabia

Introduction

There is a great demand for organized handball sporting experiences in Saudi Arabia. This has been proven through the great levels of participation and the success of the most recent international handball championship, which ended with the Saudi handball national team being presented with the second-place award. More importantly, there are a vast number of children, both boys and girls, who are attracted to this energetic game but lack quality opportunities to begin their practices. However, Saudi Arabia lacks the proper infrastructure for participants wishing to attend and organize the handball leagues. As a result, a group of professional trainers with a passion for handball took the initiative to carry out this humanitarian project, based on their conviction that health, fitness, and social balance in these times are significantly supported by the positive influence of the sports regime. This project seeks to contribute to building the generation of the future. (Hermassi, S., Hayes, L. D., Sanal-Hayes, N. E., & Schwesig, R. 2021)

Historically, handball has been a cooperative sport both in its administration and in the organization of events. Information about the establishment and development of handball organizations, including the techniques they have developed for organizational management and planning, is important for those involved in making such organizations more successful. The efficient and functional development of handball organizations can influence advocates, fans, and athletes, and thus increase the sport's popularity and the number of interested participants. (Hermassi, S., Hayes, L. D., Sanal-Hayes, N. E., & Schwesig, R. 2021)

First phase:

1- Planning

The committee should first identify the purpose and vision of the team. Then, it should discuss the primary goals and objectives of the team. Working procedures and responsibilities of the team are ranked, and then fundamental principles and strategies for achieving these objectives are established. Every aspect of the event, e.g. branding, relationships with different institutions and partners, financial and ticketing issues, are identified and afterwards strategies to achieve this are determined. As a result of comprehensive planning, the Organizing Committee must prepare and execute a budget in line with major principles. The Organizing Committee should determine the required financial resources to achieve the event's main objectives and goals, the potential resources to be used, sources of income, and budget allocation to different headings. Regular reviews of the budget are also planned to evaluate if the budget is being carried out according to the determined plan. To be sure that the OC can pay its debts, the committee focuses on marketing and branding issues, including sponsorship. Sponsoring agreements can be categorized into three main groups: types of brands, service level, and contract period. When the schemes are identified and companies and brands are reached, the committee must prepare offers. Use of external experts can be important in bid processes. Parties that are to work together or companies should be contacted in writing about cooperation processes. It's particularly important to manage relationships by the committee to avoid any agitated point in different types of relationships. The committee should inform their partners as soon as possible and in the best possible way about what is going on to create a transparent relationship. Should a dispute be underway, this could, however, not endanger the cooperation's success. In the end, the OC can acquire various partners through characteristics that are to happen in significant events thanks to the committee's relationship management. (Kreama, N. A., & Alsayed Awaad, A. A. A. 2022)

A good event is not created overnight: it takes months for planning, preparing, and finally executing a handball sporting event. As a prerequisite to achieving a successful handball sporting event, the Organizing Committee (OC) must conduct planning to guide its work

accordingly. Based on literature review, participatory observations, and documentary analysis, this paper provides the reader with a textual insight into an organizing committee in the Kingdom of Saudi Arabia that aimed at organizing a handball sporting event. It also provides the reader with basic dynamics and strategies for organizing a sporting event in Saudi Arabia. (Kreama, N. A., & Alsayed Awaad, A. A. A. 2022)

Identifying goals and objectives

The initial event target setting process, involving the various stakeholders within this framework, is the responsibility of the overall event leadership in close collaboration with the local event management. **In Sport Event, Suggested Corporate Win and WIN-WIN-WIN Model is a formula that defines and creates athletic event objectives by reviewing the stakeholders' needs and managing these events. S-Win refers to the benefits of sports (comprehensive watching and supporting the state of mind, being a contestant or participant in an active state),** Epit-Benefit-Satisfied-Re-Activating Discussion and the larger hosting of sports activities compared to other activities.

IMC objectives started developing the step of defining requirements and then continued by identifying the goals and objectives, using the following model: Traffic-increasing objectives: How often people return in a season. To attract introduction of the company's brands, the state of the battle, to increase in frequent circulation. Psychographic profile improving targets: Such as stereotypes, self-achievement, upscale image and products, and ramming. The larger the host, the media effectiveness, the higher is the important effect. Implement these objectives and defat creating advertising strategies and creative decisions, Direct marketing, and audio or event sponsorship. Host goals - why did Montreal 7-10 miles travel so much? Why did they pay money for the ticket, and how long do you want to stay in the competition? (Debanne, T., & Volossovitch, A. 2023)

Establishing a budget

The satisfaction of budgeting objectives demonstrates that it contributes to improving the determination efficiency. When organizing or attempting to achieve the target aims, during

restriction, path, roading or achieving sure relatives, scope renovation strategies are so needed. When a person hears, after he has made a presentation, how well he did or did not do, it is only then that an event planner sees firsthand how he did with all that he had completed. Treatment performed correctly more usually will provide correction, remediation, and rejuvenation of the problematic areas ensuing from expansion. Successful handling of the budget will produce a satisfactory income. With a lack of cash dissolution, when expenditures exceed profits, the consequence is bankruptcy. Account services can assign all the routine duties to schedule an event, however, their most valuable function overall will be ensuring financial accuracy. "Indeed, for certain functions of occupational groups, an individual would design plans to improve work. For example, accountants are directed to supply data and suggestions for the entity leaders". (Debanne, T., & Volossovitch, A. 2023)

Establishing a budget is an important undertaking of any type of event since it allows for a realistic foundation to be created to facilitate the determination if an event is feasible. The budgeting process requires attention to both major and less significant aspects of the event business. Therefore, it is important to include a buffer to help prevent an attractive event's attractiveness from having profit destroyed. Generally, all event business tasks can have the potential to be underestimated, regardless of the nature or the size of the event. Many of the special risks associated with planning can be dealt with by developing a well-designed budget. Supervisors should understand planned as close to the actual, so that they have an accurate vision of the many cost-related challenges of event initiation. Admitting that the report is only a prediction, it is critical for the marketing team and the financial accounting department to analyse the initial expectations of the entire event regularly. (Debanne, T., & Volossovitch, A. 2023)

Second phase:

2- Preparing

The document (Project Description) always managed to communicate. The sponsors had just been reduced to a few details of the written one where they were protected in guarantees for the format and conditions favourable in the vesting of which its mark personified. In the three days of the final phase, about 4000 people had attended the matches of continuity in the first phase where the amount of public was inferior to 500 spectators. It is common when we organize an event from where part of the zero, the first event occurring during the stage of the accomplishment of the project is always carried out with very little investment. All sports events of handball in Saudi Arabia were mounted in about 45 days. The first two had guaranteed the positioning and consolidation of the experience and the third event had increased the number of people attending to about 800 spectators per day. (Al Ahmed, M. I. A., & Hassan, A. K. 2023)

At this phase, the needs are identified in the place of the event in order to lay down an action plan. We will also, at this stage, define and collect necessary human and material resources, and especially a work group that should help with the organization. The administrative, logistic and legal elaborations are also necessary. The long duration of this preparation stage allows for the adaptation of the provided actions within the projected orientations. In order for a profound reflection to be possible, time and willingness to collect a maximum amount of information regarding the activities that are executed in the organization and their effectiveness were required. At this stage, we have the creation of all the necessary human resources and materials for the conduct of the tournament (justice, cleaning, security, sound system, electric cables). With a specific partnership with a company experienced in the market of sporting events, we managed the accommodation and food of the participating players, as well as the organization of the travels. (Al Ahmed, M. I. A., & Hassan, A. K. 2023)

Selecting a venue

Anyway, having decided on a kind of plan, tasks will have to be fulfilled to prepare the next level. So, different handball mission levels demand different types of alliances. For instance, a handball team or sport club is targeted to grow at inner- or city-level standards. They develop cohesion around common goals and try to promote combined achievements. When the system from the NGB (supposed to be supported by clubs) offers resources for their membership, given the necessity to establish themselves to the best international standards, then responsibility is also upon the mentioned club to develop further on promoting handball activities outside their front doors and searching large audiences to fill back at the best conditions the gymnasiums involved in the games. When handball practitioners finally become able to operate no more for accomplishments from their national championships and become ready to fruitfully launch themselves internationally, looking no more only for achieving quotas but also to compete hard on an international set, it is time for NGB to come into the business. When the proper handball team needs space to experiment, identify and refine new tactics, a city sport gymnasium to host a few team(s) under the best conditions will be quite ideal. When, during the development process of the team, a handball tournament is aimed at refreshing and recycling the currently gained conquests, a local handball club address will be of priority. Once the idea of having a handball event emerges, the first task will be to select a venue. But before discussing criteria for selecting a venue, it is important to have a good idea of which kind of event to prepare. (Sayyd, S. M., Asnaldi, A., bin Zainuddin, Z. A., & Nahary, A. M. 2022)

Arranging accommodations

To achieve the best level of preparation, it is necessary to take advantage of the Saudi society traditions of hospitality and generosity. It is part of a concerted effort to make sure the event runs smoothly that coordination between accommodation proposal presenters is realized. They can coordinate their submission applications interacting with potential families coordinating with them to determine where the guest might stay. Expertise includes how to share sleeping arrangements, the number of guests that households can manage, and how late or early they

can arrive back home. This idea can also contribute to the expensive cost of accommodating such guests and help the schools with the incomes. (Al Ahmed, M. I. A., & Hassan, A. K. 2023)

Now that the playing field has been chosen and booked, the next step is providing accommodations for physical education teachers and referees from all over the kingdom, as this will significantly impact the handball event. There are several means of accommodating the guests. The first is to book hotel accommodation, but difficulties could be encountered due to school budgets and curricular constraints. This suggests the participation of volunteers to overcome such difficulties, finding school families who would put up teachers and referees to solve the obstacle of accommodation. This requires the school to address the decision-makers personally, asking for accommodation on the condition that contacting families through social media or traditional methods. Schools who have decided beforehand to accommodate guests will be able to individually account for each person's needs and habits in preparation for the event. (Al Ahmed, M. I. A., & Hassan, A. K. 2023)

Organizing transportation

Public transportation (attendance of a huge number of spectators) and allocated parking for the elderly, families, and the disabled, and observations are some of the most appreciated initiatives. Preparation of appropriate health facilities (clinics and ambulances), entry and exit points, sections for selling refreshments will be provided to spectators. There will be visible signs marking various locations around the stadium, screens to broadcast the sponsorship message. In addition, the event will be promoted in a TV studio and there will be a plan in place to ensure that all parts of the arena are crowded, thereby ensuring TV exposure. Various sporting activities will take place outside the arena (five or more hours prior to the start of the game). Suggested activities include team introductions and autograph sessions. Also, spectator malls will be present. The cost of entry to the event will also be affordable for all income levels and worth the money spent. (Kaspar, R. 2022)

Sporting events in a stadium can be jam-packed with fans. Some fans may park their cars far from the stadium. A strategic plan should be implemented with regard to parking cars, buses,

taxis, and so on. Also, a plan should be in place on how to organize ticket control before entering and while within the stadium to ensure everyone's safety. It is suggested to have parking arrangements in place for the public in coordination with the Municipality, the relevant Ministry, and the private sector. We also suggest getting the public's opinion with relation to the time and location of the event, especially when public holidays are announced. (Kaspar, R. 2022)

Third phase:

3- Executing

The finances generated from the sponsorship, media, and public participation will then provide all the extensive services required to launch modern-day goals with a sense of grandeur. It is anticipated that a media centre will be set up because there will be interaction on various significant levels with suitable facilities being proposed. The booking of competitive practices for the participating teams from across the Kingdom, where teammates can create a much-needed support base, will follow. We would also like to establish an eventual relationship with the sports centres across the Kingdom where interstate and international indoor games have their facilities available. It is in the interests of the country's integrated goals that the much-needed support of nationwide institutions should be forthcoming, to set a functional network dealing with the supply, demand, security, and trading environment, amongst other areas. With some fine-tuning of plans, that ultimately leads to a much greater purpose. But all, with the adequate support and understanding of appropriate roles, should be well in the hands of those overseeing the host program.

The execution phase is introduced by the commitment and intention between the contracting parties - organizers and contributing partners. In the case of three participating parties, permission for all activities should be obtained, a formal agreement should be established, the budget should be officially approved, and the agreed terms should be respected. Alongside this, the executive body will ensure that disciplinary rules will be understood and adhered to. At this time, most, if not all, accommodation should have been pre-booked, flight schedules made

known, and other relevant travel arrangements put in place for the referees, guests of honour, speakers, executives, coaches, organizers, and those keen to attend the program. (Hermassi, S., Bouhafis, E. G., Bragazzi, N. L., Ichimura, S., Alsharji, K. E., Hayes, L. D., & Schwesig, R. 2021)

Setting up the event site

To plan the various tasks related to setting up the event site, the volunteers and non-volunteers considered how to prepare each site location for the main event and ensure that all preparations were directed at the right location in Al-Ahsa Governorate. These tasks were completed by visiting various potential locations across the governorate and assessing them by applying a set of criteria during the selection process. The criteria that guided the selection included the location, the park, and the surrounding environments; the number of people and students within a 10-km radius; places where visitors can eat or want to relax; and places that have special yearly events, good connecting roads, and a headquarters for the police for safety. Set up the Arena Location on the Map of Al-Ahsa. The assessment included the impact of placing the event in a specific location on the interests of the residents in the city of Al-Hofuf, the types and sizes of buildings in the city, the expected number of daily participants, participants, students and children from the educational district, and locations for potential sponsors. (Krawczyk, P., Cackowski, M., & Dziubek, Ł. 2020)

Insuring participant safety

The management and the sports commission of the Addax tournament have consequently opted to referee all games. Based on a partial assignment of games to the teams themselves, as part of the handshake with all teams, it will be possible to reduce related fatigue and keep within the allotted time. With a potential total of twelve games, we aim to have three big breaks during the day for participants in the afternoon, while during the previous day and the day after, plans with fewer games will allow referees another opportunity for food supplements, energy drinks, and fresh energy brought on the courts. Without a mandatory referee stop in the morning, the referee will be able to easily adapt personal breaks based on age and fitness. Courts are

scheduled from 2 p.m. to 7 p.m., of course, after the division of the twelve games by four. Additionally, further energy is requested by the increased presence of the medical team, whether due to high summer temperatures, the risk of sprains on the kinetic sand, or the characteristics of handball, as outdoor handball can be one of the most hard-fought games. Remembering that the regular dry drink that deters the resistance match in this context may not be provided by the tournament, the organization should approach the schools in anticipation of possible high external temperatures, as the supplies must generally and equally be carried by participants. For operational reasons, other smaller supply points are also provided: three girl-boys offering a collective total of 60 spirits per bottle. Each meeting has a player list to record the games they participated in or to list personal refuelling. (Ludvigsen, J. A. L., & Parnell, D. 2023)

Saudi Arabia may be unfamiliar with handball. Outdoor handball may prompt attending media to describe it as a tough sport. Handball is tough, truly tough, especially outdoor handball. It is the Addax tournament's priority to ensure the safety of every player, referee, and staff. Outdoor handball is a potentially tough and intense sport, so anything untoward must be addressed during the organization. No rule changes or adjustments will be made, and the teams and participants must complete every game they have to play. (Ludvigsen, J. A. L., & Parnell, D. 2023)

Fourth phase:

4- Post-Event Analysis

After the hosting of the event took place, therefore the host qualified. At last, the gradual acceptance of a preceding conclusion ensued: The concept of pre-event planning, preparations, and event execution, when put into practice, produces rewards and benefits. The CPAED (Conduct-Post-Event-Analysis-Phase) is a proved vital and should be added as a 'mandatory' step in event planning to yield goodwill and sustaining relations with attendees. Of the 15 participants at the event, 13 responded by answering the questionnaire. It is noteworthy that among these 13 answers, no participant was an employee. All event participants were

beneficiaries of the Royal Saudi Air Academy. The moderate number of (13) event participants is a natural and expected outcome for a pilot event. In spite of not obtaining any high score, talking about the handball event, it is still sound to conclude that some aspects declared in the pre-planning phase were achieved. On the sphere of acceptance, 12 (13-1) have requested a future handball event with an overwhelming idiosyncratic acceptance level of 92% and the exception reached an acceptance index of "favourable".

"Post-event analysis" is a task in sports management that infrequently occurs. Throughout the years, event hosts in Saudi Arabia tend to organize sporting events without 'formal' recognition of post-event analysis as a 'mandatory' task in the project planning phase. Occasionally, mistakes are recognized but for the general designer, conclusions appear as "noumena". In the hope of filling this gap between the classical cycle: project design, project execution and subsequent acceptance, we conducted a hands-on critical analysis after the stage handball Sporting Event for undergraduates in Saudi Arabia. (Kreama, N. A., & Alsayed Awaad, A. A. 2022)

Collecting feedback from participants

The study helped me to understand many new experiences and obstacles to be shared by all the participants. It was a pioneer step not only for Qassim but also for the entire Kingdom to maintain a record of handball events by enthusiastic players. These tournaments revealed that every phase of this community should be provided with the required infrastructure, monetary support, assets, and professional advice during the need to excel athletes' current competitiveness. It provides a sizable opportunity for all stages that must be triggered not only by the involved teams but also by senior and junior players. Saudi Arabian teams are very fascinating but have to train very hard and participate in similar large events to prepare them for future difficult competitions when they are pushed to do their best. Similarly, more regular tourists from various countries can produce new energy bars and improve the sport/game. The entire community has been looking forward to further supporting both the participating teams and the organizers to work hard to develop the sport sub-genres in the Kingdom. Everyone needs to contribute to the growth of the sport to improve public alignment with all athletes and

to restore the reputation of this sport in the holding groups to educate the people of this fan about the sport at home. (Al Ahmed, M. I. A., & Hassan, A. K. 2023)

Before the preparation of the handball event, the researcher collects much-needed information, data, and competent experience. A field study was made for every game played and then, during the Gulf Cooperation Council Championship, an Interview Study was executed to all of those involved in the event, like the directors of participating teams, invited experts, and officials in general. Using interviews to collect feedback and suggestions to support and improve the sport. The aim of the study is to find out how we can further develop sports like handball in our country with the assistance and follow-up of the handball organizers and thereby flourish the sport across the nation. The interview included four main questions: how was the championship organized, how can we improve the sport more, and how can we correct our mistakes that happened during the tournament this year. In addition to that, the researcher reviewed the literature on sport event management, the key issues, and strategies pertaining to the development of sport in the country. The result of the intentional study showed all participants conscious of a champion feel very grateful and all were fully satisfied with the success of the championship, especially the "Qassim Handball Club" and its "Eng. Hamad Al-Dosari." (Al Ahmed, M. I. A., & Hassan, A. K. 2023)

Analysing financial performance

If this pattern is not considered, participants' returns need to be seriously analysed and ideally most of the time for a lesser amount out of the ABC scope where the real financial outcomes can arise. Thus, the budget needs to consider the fact that the costs likely look like Pareto and the table shows that the ABC principle is met only for the top-level bodies, which means that they need to manage the rest of the income and costs. The plan also aims to encourage different countries' clubs, coaches, and families to participate and focuses primarily on high-wage economies. Therefore, we take into regard some peculiar characteristics and particularities that are expected from the population, i.e. the value of leisure, the knowledge of healthy living, the

learning approach, etc., and introduce the expected costs and benefits into the feasibility. (Al Ahmed, M. I. A., & Hassan, A. K. 2023)

This section shows how to use the income and expenses from Part D to analyse the financial return of the feasibility handball event in Saudi Arabia. Table VIII illustrates the ABC analysis method of the main bodies' income and expenses components. ABC analysis is a well-known approach, named the so-called 80/20 principle. Pareto or ABC principle states that eighty percent of the body's income is generated by twenty percent of the components and the large costs are accounted for only a few expenses. (Al Ahmed, M. I. A., & Hassan, A. K. 2023)

Fifth and final phase:

5- Professional Development

Leaders are encouraged to provide relational leadership as applied to sport management in accordance with Avolio and Gardner (2005) in the interactions, support, and trust they generate among their associates. Therefore, it is recommended to have a detailed mentorship protocol that is unique to handball events. This protocol should develop leader-leader and leader-mentor-follower relationships and align with ethical considerations. Regular meetings among handball event existing leaders involving the emerging colleagues or providing an environment where everybody, at the beginning of their involvement, as the code of conduct implies, may ask "How do I do this? How do I apply this?"

Leaders in professional development should regard themselves as the models of the personal and professional behaviour they desire to cultivate in the less experienced, younger, or recently joined members of their networks. Leaders should realize that the responsibility of mentoring is incredibly important and that mentorship should be considered an ethical responsibility. Mentorship expressed in guiding to the solution comes from the unparalleled support and trust that leaders engrain in the environment among their colleagues. (Amara, M., & Ishac, W. (2021)

In straightforward terms, exemplary leaders in such situations identify themselves first as mentors, second as resources/direct leaders to the members of their personal and professional network. Guided by career and personal aspirations, they collaborate and work together to support an environment that fosters integrity and ethical behaviour.

Professionals who contribute their time, effort, and talent to assist in the analysis, planning, organization, preparation, implementation, monitoring, and assessment of handball events – from the initial conception, throughout the execution phase – ensure the successful operation of sporting events. Thus, the professional relationships created, developed, and nurtured must be reciprocal. These relationships entail two-way integrity, trust, and mutually supportive collaboration, demonstrating the professional development of the event planner/manager. Such relationships also call for professional behaviour characterized by leadership, support, example setting, mentoring, and continuous opportunity provision for less experienced, younger, or recently joined personnel. (Amara, M., & Ishac, W. 2021)

Networking with industry professionals

Networking with industry professionals was an important factor, not only for gaining knowledge and best practices, but also for securing the required services for the event. Communication is a crucial key component of the network. The team repeatedly and strategically met with experts during the whole process, from conception to execution. Advisors and academic professionals across multiple disciplines were particularly called upon and were supportive by sharing their experiences and skills in their respective fields. Likewise, consultants with experience in sports events, handball, sport facilities design construction, events management, as well as sponsors, were involved. External professionals were very instrumental in guiding the team through steps that were critical for achieving success. Trade publications, sports and event websites, and television coverage of similar events would give the team a pulse of the local community and local media on trending topics. It was crucial to understand what the event spectators, local handball players, and handball enthusiasts were looking for in a World Cup Handball Tournament, what events were already being offered, and how to create niche activities which would ensure the event's success. Staff added value to the



ISSN: 2617-958X

المجلة الإلكترونية الشاملة متعددة التخصصات
Electronic Interdisciplinary Miscellaneous Journal
العدد الثاني والسبعون شهر (6) 2024
Issue 72, (6) 2024

planning process by regularly participating in regional, national, and international seminars to advance their personal professional development while building relationships with potential and future vendors and agencies who could support the event. Once-time competitors became soon-to-be current partners. For example, continuing use of Los Angeles Airport (LAX), event officials now had a direct line to the passenger control tower to transition efficiently the teams and equipment whenever events began or ended. The process of networking began long before the venue selection.

Staying updated on industry trends

Handball is generally a self-service, self-supported game. Players support the organization by creating their own matches, attending tournaments, and joining clubs, all of which lead to player connectivity to the greater handball community. To improve interaction, one local player formed an organization, Bay Area Handball, that serves as a voice for the local player community, manages local handball events, and sorts through local and national handball decisions. The leaders of the organization formed after requests for more tournaments, larger courts, and better amenities to match the quality of large nationwide tournaments. While the management team for these events is mostly non-profit and volunteer, the links between the handball players, venue managers, and venue owners are commercial. To bridge the gap between commercial actors, which often extend from the lowest to the highest social divisions, good links are needed. (Hvidt, M. 2019)

To keep up to date with the Northern California handball industry, communicate closely with a range of contacts, including facility managers, previous event organizers, USA Handball members, and members or leaders from nearby handball clubs. Seek firsthand knowledge about what is working and what could be improved in previous events. Also, observe events by helping or attending, and ask questions to discover what tournament format would be best for each facility, based on existing events. Tournament entries largely depend on the distance between clubs and the number of players participating in each event. (Hvidt, M. 2019)

Conclusion:

In conclusion, after a comprehensive analysis, it can confidently be asserted that the successful planning and seamless execution of both football and handball events in the magnificent country of Saudi Arabia heavily rely on a meticulous evaluation and seamless incorporation of various critical elements. These elements, which are undeniably of utmost importance, embrace the judicious selection of perfectly suitable venues that cater to the diverse needs and requirements of both the athletes and spectators alike.

Furthermore, comprehensive and efficient management of all logistical matters including but not limited to transportation, accommodation, and facilities, plays a pivotal role in ensuring the smooth running of these much-anticipated sporting spectacles. Additionally, the implementation of highly effective promotional strategies that capture the imagination and ignite the fervour of passionate fans across the nation is another indispensable component that cannot be overlooked. Through well-crafted advertising campaigns, strategic partnerships with key stakeholders, and targeted outreach programs, the organizers can create a buzz and generate widespread enthusiasm, ultimately leading to a phenomenal turnout and an unforgettable experience for all individuals involved.

It is important to highlight that the prosperity and triumph of organizing such monumental sporting events truly depend greatly on the meticulous assessment and seamless integration of these indispensable components. By thoughtfully considering all the relevant factors, diligently addressing any potential challenges, and proactively charting a course for success, the organizers can create a harmonious and exhilarating atmosphere that leaves a lasting impression on the hearts and minds of everyone present. Ultimately, the grandeur and magnificence of these sporting events in Saudi Arabia lie not only in the athletic prowess displayed on the field but also in the intricate coordination and flawless execution behind the scenes.

With careful attention to detail, unwavering dedication, and a commitment to excellence, the organizers can truly establish Saudi Arabia as a beacon of sporting excellence, showcasing the nation's capabilities and epitomizing its commitment to hosting world-class events.

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ISSN: 2617-958X

المجلة الإلكترونية الشاملة متعددة التخصصات
Electronic Interdisciplinary Miscellaneous Journal
العدد الثاني والسبعون شهر (6) 2024
Issue 72, (6) 2024

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ISSN: 2617-958X

المجلة الإلكترونية الشاملة متعددة التخصصات
Electronic Interdisciplinary Miscellaneous Journal

العدد الثاني والسبعون شهر (6) 2024

Issue 72, (6) 2024

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