

## *The impact of sports tourism on the mental image of the tourist destination in Algeria*

### *the Mediterranean Games in Oran as a model*

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#### **Abstract ;**

*The study aimed to identify the impact of the Mediterranean Games on the mental image of Oran as a tourist destination, and the mental image of the tourist destination is carried out according to several cognitive, emotional and behavioral dimensions. The study was conducted on a random sample of visitors to the city of Oran during the period of the Mediterranean Games consisting of 50 visitors. .*

*The study concluded that there is a statistically significant effect between sports tourism and the mental image of the tourist destination, as the correlation coefficient was 0.04 at a significant level ( $\alpha \leq 0.05$ ), between the two variables, and the general atmosphere of the sports facilities of the sports complex in Oran ranked first.*

*Keywords: tourism, sports tourism, tourist destination, mental image,*

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## 1. *Introduction*

Sports tourism is considered one of the effective and important means of promoting tourist destinations and improving their mental image. Despite Algeria's possession of a strong infrastructure that qualifies it to host numerous international and continental events and championships in various games and sports, it still needs to introduce its tourist assets in the best possible way.

The mental image of a tourist destination is also crucial and widely recognized by countries, tourism institutions, and impacts the decision-making process for tourists. It influences destination choices, evaluation of the tourist trip, and even future tourist behaviors. The mental image of tourist destinations allows discovering the extent of tourists' knowledge about the destination, both internally and externally.

Not long ago, the city of Oran hosted the 19th edition of the Mediterranean Games, and the city of Chlef hosted the 17th edition of the African Rural Sports Championship in 2017. These two events were important indicators carrying within them the most prominent features of developing local and international sports tourism in Algeria, with its positive and negative aspects. They aimed at promoting the tourist fame levels of tourist regions, helping to analyze the important characteristics that attract tourists, identifying tourist attractions in Oran, and exploring the available opportunities for sports tourism in the city. The study proposes a strategy to enhance and develop tourism in general, and sports tourism in particular

### *The Problem of the Study*

From the above, it seems possible that there is a relationship between sports tourism and the mental image of the tourist destination. This leads to the formulation of the problem of the study through the following questions:

1. Is there a statistically significant effect of Mediterranean Sea sports on the mental image of Oran as a tourist destination?
2. Is there a statistically significant effect of the dimensions of the mental image on the mental image of Oran as a tourist destination?

As preliminary answers to the questions posed, these hypotheses are formulated, which the study will attempt to test later:

1. There is a statistically significant effect at the significance level ( $0.05 \geq \alpha$ ) of the Mediterranean Sea sports as a dimension of the formation of the mental image of Oran as a tourist destination in the study area.
2. There is a statistically significant effect at the significance level ( $0.05 \geq \alpha$ ) of the cognitive, emotional, and behavioral images towards Oran as a tourist destination.

### ***The Importance of the Study:***

The study derives its significance from the role that sports tourism plays in shaping the mental image of the host country for sports events as a tourist destination. Additionally, we can highlight the importance of the study based on the novelty of the topic, as it addresses a subject that still requires further depth and research, especially given the scarcity of Arab studies that have touched upon it. There is a necessity to study both its theoretical and practical aspects.

### ***Study Objectives:***

The objectives of this study are manifested in researching and uncovering the impact of sports tourism on the mental image of the tourist destination. It aims to determine whether sports tourism plays a sufficient role or needs strengthening, by diagnosing the deficiencies in the mental image dimensions of the tourism destinations in Oran. Additionally, the study attempts to link tourist behavior with various sports events.

### ***Study Methodology:***

In order to comprehend and encompass various aspects of the subject and address the research problem, the study relies on a descriptive methodology and a case study approach. This involves describing the variables of the study, which are sports tourism and the mental image of tourist destinations.

***Study Organization:*** To achieve the goal of this study and answer the previous questions, the study was divided into two parts as follows:

***The theoretical aspect:*** This part dealt with the fundamentals of sports tourism and the mental image of the tourist destination.

***The practical aspect:*** The results of the field study were presented, hypotheses were tested and discussed.

***First Axis:*** The theoretical aspect of the study (Basics of sports tourism and the mental image of the tourist destination).

### ***3. Firstly: Sports Tourism***

The modern trend of tourism, known as sports tourism, has witnessed significant popularity at the global level. Its primary objective is to utilize various sports activities to promote tourist destinations. This is achieved by organizing championships and sports competitions, as well as engaging in different sports activities in natural and tourist locations, with the aim of stimulating tourist movement.

## 2.1 Definitions related to tourism and sports tourism

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### 1-1 The Nature of Tourism

Linguistically, the term "tourism" refers to: roaming on the earth and flowing of water. It was said, "The water roamed (saahā) on the earth." "Saahā" means also "to flow," and it is used when water flows smoothly. "Saah" on the earth means "he traveled" smoothly and easily, and "siihan" and "siiwahan" mean "tourists" with an open "yaa," i.e., they went or traveled.

The term "tourism," or "tourisme" in French, is a modern word in Latin and other languages. It is derived from "To Tour" in English and "Turner" in French, both of which mean to move around or travel.

In terms of its definition, various concepts have been presented for the term "tourism," whether in Arabic or foreign languages, yet all of them converge in the desire to enjoy traveling and wandering for entertainment, leisure, or culture.

Some of the definitions given for tourism are:

- Guierre-Froel's definition of tourism as: "A phenomenon of the contemporary era that arises from the increasing need for comfort, relaxation, experiencing the beauty and splendor of nature, and feeling joy and pleasure from staying in specific areas with unique characteristics."

However, this definition focuses on the psychological and emotional aspects of tourism, as it only considers some aspects that fulfill the needs for relaxation and pleasure. It does not address several other aspects, including the economic and social dimensions of tourism.

**Definition of HermonnUonscolleron:** "The term that refers to all interconnected processes, especially economic processes related to the entry, temporary residence, and spread of foreigners within and outside the boundaries of a specific region or country."

Comprehensive definition: Tourism is the movement of individuals from one place to another for various purposes and for a period of time exceeding 24 hours and less than a full year.

**1- Sports:** It is a physical or ordinary effort or skill practiced according to agreed-upon rules with the aim of entertainment, competition, expression, enjoyment, skill development, and various objectives.

**2- Sports tourism:** It involves traveling from one place to another, either within the country or internationally, to participate in tournaments or competitions and also to enjoy sports activities, either as a participant or a spectator. It is also the person or group of people who positively or negatively participate in sports competitions and games while traveling on vacation outside their place of residence. This is the primary advantage and main reason for tourism.

The passage describes sports tourism, which involves participating in various sports or engaging in a specific type of sport. Participants can be either players or spectators. This form of tourism

includes those who travel to watch international sports matches and forms a significant portion of tourists. It also includes activities like sports fishing in specific locations during certain periods of the year, engaging in water sports, ice-skating, mountain climbing, attending tournaments, and sports festivals.

Sports tourism also refers to traveling within or outside a country to participate in tournaments or enjoy various sporting activities as a spectator. These activities can include scuba diving, water skiing, and fishing, requiring suitable beaches and facilities like stadiums and arenas for hosting international competitions.

In addition to attending sports events and competitions, sports tourism can satisfy individual desires to engage in favorite sports such as ice-skating, various forms of fishing, mountain climbing, camping in forests or deserts.

Currently, sports tourism is one of the most important types of tourism due to its significant revenue generation. It also serves as a means to introduce people to various other forms of tourism and other sectors in countries that promote this kind of tourism. The activities involved in sports tourism include car racing, snow skiing, and various other sports and recreational activities.

**1-3 Types of Sports Tourism:** Sports tourism is one of the most attractive types of tourism for travelers, as sports enthusiasts and fans participate in activities and watch games on the field. Therefore, sports tourism can be divided into two types: positive and negative. Positive sports tourism involves traveling and staying to actively participate in sports events, while negative sports tourism involves traveling and staying to watch sports matches and celebrations.

Sports that can be practiced within the framework of sports tourism can be classified into the following categories:

- Traditional sports such as camel racing, falconry, and horse racing.
- Well-known sports, where the International Olympic Committees have identified over 60 types of these sports, including golf, football, and various team and individual sports.

**1-4 Importance of Sports Tourism:** The benefits and importance of sports tourism include the following:

- Direct and indirect media coverage before, during, and after sporting events, as well as raising awareness about sports and tourism among people.
- General promotion of hotels and various types of accommodation.
- Increased economic activity and purchasing power in the country, leading to the operation of state facilities such as transportation and entertainment.
- Improvement in the standard of living and lifestyle of communities and nations.
- Creation and provision of recreational and cultural facilities for citizens and visitors.
- Assistance in the development of public places and services in the sports tourism destination country.

Raising awareness about the importance of sports tourism among various segments of society.

## 2.2 -Definitions related to the tourist mental image

The tourist mental image is what distinguishes different destinations. The positive mental image of a destination supports its selection as it becomes a distinguishing factor among competing destinations. It affects the perception and behavior of the tourist, influencing their choice of destination. The tourist's knowledge of the tourist destination is often specific, and the mental image plays a significant role in evaluating tourist destinations. Therefore, the tourist's choice of a specific tourist destination is influenced by the mental image they have constructed about it in their mind, based on the information gathered from various sources, curiosity, assistance from previous experiences during previous visits to the destination, and personal motivations and needs, which vary from person to person.

**2-1 Tourist Destination Concept:** Tinsley and Lynch (2001) defined a tourist destination as "a system that includes a number of components represented by attractions, facilities, transportation, other services, and infrastructure." Hal and his colleagues pointed out that a tourist destination is "a geographical location where tourists interact with the local community." From the above, it can be inferred that a tourist destination is a geographical site capable of attracting tourists due to its aesthetic, cultural, and natural characteristics.

Middleton (1989) identified five elements that constitute a tourist product:

1. Characteristics that attract tourists, such as natural, architectural, cultural, and social features.
2. Available facilities and services, such as hotel and restaurant services.
3. Accessibility to the tourist destination, including infrastructure and transportation, as well as practical elements like time and cost.
4. The image of the tourist destination, which influences future tourists' expectations.
5. The overall cost of a complete visit to the tourist destination.

## 2-2 The Concept of Mental Image of Tourist Destination

The mental image of a tourist destination is considered the most important indicator for the development of tourism and the marketing strategies applied in this sector. This has driven tourism researchers to focus on this subject for over thirty years, and they have given numerous definitions for this concept, including:

- According to Crompton (1997), it is "a collection of beliefs, thoughts, and impressions in an individual's mind towards a particular destination."
- Gartner (1989) defined it as "a complex set of different products and related features."
- Calantone (1989) also defined it as "the sensory perception of potential destinations."
- Another definition by Gartner and Hurt (1987) describes it as "the impressions existing in people's minds about another country other than their own."



- As defined by Beerli (2004, p. 66), it is "the overall impression of the tourist destination that develops in the tourist's mind over time, based on their general knowledge of the characteristics and features of the tourist destination from various sources of information."
- Zaki (2007, p. 14) defines it as "the general impression of something or a place, which is a mental construct developed by the individual based on a few selected impressions from a collection of impressions."
- Abdalla (2008, p. 38) defines it as "a collection of ideas and impressions that the tourist is expected to obtain when visiting the place or tourist destination, which includes information about the country's geography, people, available facilities, climate, prices, or the history of this place."
- Budiman (2008, p. 15) defines it as "the emotions, thoughts, and personal experiences of an individual or a group of individuals related to a specific thing or the visual or mental impression of people about the destination country."

These definitions reflect the significance of the mental image of a tourist destination and its impact on the tourism industry and marketing strategies.

### **2-3 The process of forming a mental image of the tourist destination:**

Reynolds (1965) defined the process of image formation as the development of a mental construct based on selected impressions from information sources. The process of forming a mental image of a tourist destination begins with gathering information through media, experiences of relatives, and friends, then from travel guides and guidebooks, and finally from the actual experience of visiting the place. The first stage is referred to as the "Pictorial" image (Gunn, 1988), the second stage as the "Organic Image," and the last stage as the "Induced Image" (Murphy and Ritchie, 1993). The induced image is considered to be more realistic, complex, and distinct. Hodel (1982) suggested that visiting the tourist destination is not necessary to form a mental image and proposed that the formation of the perceived mental image is an ongoing and cumulative process that begins as soon as the first information about the destination is acquired.

### **2-4 Components and dimensions of the mental image:**

The mental image consists of three fundamental dimensions:

1. Cognitive dimension: This includes a collection of ideas and attitudes about the destination, leading to an acceptable internal representation of its features. The extent of this cognitive image depends on the amount of external sources the tourist is exposed to. It involves the tourist's perception of the inherent characteristics of the destination, which can be derived from previous visits, influencing the cognitive image.

2. Emotional dimension: This pertains to the feelings associated with the destination and can be categorized as positive, negative, or neutral. This component becomes influential during the evaluation stage in the process of destination selection.
3. Behavioral dimension: This dimension is related to actions since it involves the actual behavior of the tourist. After exposure to both internal and external influences of the destination, the tourist must make a decision whether to travel to the tourist destination or not. The intention component is the desire or willingness to visit the destination within a specific timeframe.

The relationship between these three components is direct and depends on the image that developed during the cognitive stage, evaluated during the emotional stage, and acted upon during the behavioral stage. Numerous behavioral studies have shown that knowledge of the tourist destination affects the emotions towards it, and these emotions, in turn, influence behavioral intentions.

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### ***3. Second Axis: The Applied Aspect of the Study***

#### ***3.1 First Subtitle***

Second Axis: The Applied Aspect of the Study

Firstly: Data Collection Tool A questionnaire was used to collect study data, as it is one of the most important instruments suitable for obtaining data and information related to the reality of any study. The questionnaire was divided into three main axes according to the study variables. The questionnaire questions were divided into three axes as follows:

First Axis: It included personal data related to the tourist, specifically gender, age, educational level, and profession. This axis comprised four statements.

Second Axis: The Mediterranean Games events in Oran and the tourists' impressions of the sports event. This axis, in turn, is divided into two parts. The first part assesses the impact of the Mediterranean Games, while the second part is further divided into three dimensions: cognitive, emotional, and behavioral, to measure the tourists' perception of Oran as a tourist destination. All these dimensions consist of statements that require responses on a five-point Likert scale.

Secondly: Data Analysis Tools



The use of the statistical package for the social sciences (IBM SPSS Statistics V25) is employed to analyze and describe the collected data. The Alpha Cronbach coefficient is used to ensure the reliability and consistency of the questionnaire items, as well as to measure the internal consistency between the questionnaire items. Pearson's correlation coefficient is used. Frequencies and percentages are used to present sample characteristics and assess the respondents' agreement with the questionnaire items. The mean is calculated, and the standard deviation is measured to assess the degree of dispersion of the answers around their mean.

Multiple linear regression test.

### Thirdly: Study Population and Sample

The study population consists of those who attended the Mediterranean Games in Oran. A random sample was taken from the studied population, and 50 electronic questionnaires were distributed.

### Fourthly: Five-Point Likert Scale

The five-point Likert scale was used as one of the measures in the social and human sciences to determine the attitudes of the sample individuals towards a specific subject. The scale includes degrees of agreement for the studied sample individuals, ranging from strongly disagree, disagree, neutral, agree, to strongly agree.

To achieve the study's objectives and test the specified hypotheses, a set of statistical tools was used, which align with the nature of the study. We list them as follows:

1. IBM SPSS Statistics V25 software was used for data analysis and description of the collected data.
2. Cronbach's alpha (Alpha s'Cronbach) was used to ensure the reliability and consistency of the questionnaire items and to measure the internal consistency between the questionnaire items.
3. Pearson correlation coefficient was used for correlations.
4. Frequencies and percentages were used to present sample characteristics and determine the extent of agreement of its individuals with the questionnaire items.

The arithmetic mean.

The standard deviation measures the degree of dispersion of values from their arithmetic mean.

Multiple linear regression test.

## Fifth: Study Results

### Study Instrument Stability

Stability measures the extent of consistency and lack of contradiction in the study instrument. It indicates whether the questionnaire will yield the same results with an equal probability of the calculated coefficient if it is redistributed to the same sample individuals.

To estimate the stability of the study, we will rely on Cronbach's Alpha coefficient, which is considered the best method for assessing stability. We will calculate it for the entire study instrument and its core axes and problems. The following table illustrates the results: [The table is not provided, so I cannot translate it.]

Table No. (01): Reliability Coefficients for the Study Axis Using Cronbach's Alpha

Axis	Number of Items	Reliability Coefficient
Axis1	08	0.885
Axis2	24	0.874
Overall (Entire Questionnaire)	60	0.901

**Source: Compiled by researchers using SPSS software.**

**Based on Table No. 1**, we can conclude that the reliability coefficient for the first axis, related to the overall atmosphere of sports facilities in the study sample, was (0.855), which is a good value. As for the reliability coefficient for the second axis, related to the dimensions of the mental image of the tourist destination, it was (0.874), which is an excellent value.

As for the stability coefficient of the study as a whole, its value was (0.901), which is also an excellent value indicating very high stability of the study as a whole. This means that we are 90.1% confident of obtaining the same results if the study instrument is redistributed among the same study sample.

### The descriptive analysis of the dimensions of sports tourism and the mental image:

The responses of the study sample individuals are analyzed by calculating the arithmetic mean and standard deviation for both the general atmosphere of sports facilities and the dimensions of the mental image of Oran as a tourist destination. The obtained results are illustrated in the following table:

Level	Rank	Deviation	Mean Standard	Variable Dimensions	Axis
high	06	0.92	04.06	General Atmosphere of Sports Facilities	First Axis
high	05	0.91	03.43	Cognitive Dimension	Second Axis
high	06	0.96	03.41	Emotional Dimension	
high	04	0.93	03.49	Behavioral Dimension	
high	03	0.91	03.52	Dimensions of the Mental Image of the Tourist Destination	

**Source: Prepared by researchesours relying on SPSS software.**

From the above table, it is evident that all the arithmetic means of the dimensions of the mental image towards Oran as a tourist destination and the general atmosphere of the sports facilities prepared to host the Mediterranean Games have come with a high degree of agreement, ranging between 4.06 and 3.52. Also, it is clear from the table that the first rank in terms of the degree of agreement goes to the first axis, the general atmosphere of the sports facilities prepared to host the games, with an average of 4.06, indicating a high level of agreement towards the statements of this dimension. The standard deviation was 0.92, indicating an acceptable level of consistency in the responses.

As for the second rank, it goes to the second axis, the dimensions of the mental image of the tourist destination, with an average of 3.52, also indicating a high level of agreement towards the statements of this axis with a high level of consistency, as the standard deviation was 0.91.

In the third rank comes the behavioral dimension with an average of 3.49 and a standard deviation of 0.93, indicating a high level of agreement towards the statements of this behavioral dimension with a high level of consistency.

In the fourth rank, there is the emotional dimension with an average of 3.43 and a standard deviation of 0.91, confirming a high level of agreement towards the statements of the emotional dimension with an acceptable level of consistency in the responses.

The fifth rank goes to the knowledge dimension with an average of 3.41, also indicating a high level of agreement towards the statements of this dimension with a high level of consistency, as the standard deviation was 0.96.

Finally, sixth place: the results related to the hypotheses.

Title: The First (There is a statistically significant effect at the 0.05 level for the overall dimension of sports facilities.)

To test the hypothesis, a simple linear regression was calculated to identify the effect of the independent variable on the dependent variable and analyze the relationship and impact between the independent variable "Sports Tourism (Mediterranean Games in Oran)" and the dependent variable "Mental Image." The table below illustrates this:

Table No. (04): Illustrates the effect of sports tourism on the mental image.

Sig	Significance of the Regression Coefficient		Result of the Relationship	Explanatory Power		Overall Significance of the Simple Regression model		Dependent Variable	Independent Variable	Hypothesis Subtest
	t	B		$R^2$	r	Sig	F Value			
0.00	7.52	3.47	H <sub>1</sub>	0.21	0.04	0.87	0.025	Mental image	ports Tourism (Mediterranean Games)	First Hypothesis

**Source: Prepared by researchers using SPSS software.**

Through the table above, the Pearson correlation coefficient between "Mediocre Games" and "Mental Image" is (0.04r=) with a significance level of (0.05). This indicates a weak positive correlation between the variables. We can interpret this weak correlation as meaning that mediocre games do not significantly influence the mental image of Oran as a tourist destination.

Furthermore, the Analysis of Variance (ANOVA) value in the table is (F=0.25) with a confidence level of (sig=0.87), confirming the non-significance of the regression at the significance level ( $p \leq 0.05$ ).

By examining the estimated coefficient value ( $0.21 = R^2$ ), which falls within the high interpretation range ( $0.50 \leq R^2$ ), we find that during the period of conducting the survey on the opinions of those present in Oran during the games, we discovered that mediocre games positively affect the mental image of Oran as a tourist destination. They contribute to the decision to visit Oran or influence tourist behavior with a percentage contribution of (21%). This is a relatively high contribution, meaning that the remaining percentage (79%) of the effect on the dependent variable is due to other factors besides "Mediocre Games."

The mentioned regression value in the table, estimated as ( $B = 3.47$ ), indicates that for every one-time increase in the level of hosting sports events, there is an improvement in the mental image by 3.47.

Based on the statistical analysis and interpretation of the table's results, we can conclude that the null hypothesis (H<sub>0</sub>) is rejected, and the alternative hypothesis (H<sub>1</sub>) is accepted. This means that there is a statistically significant effect at the 0.05 level for the dimension of "Mediocre Games."

Second Hypothesis: There is a statistically significant effect at the 0.05 level for the dimensions of the mental image of Oran as a tourist destination.

To test the hypothesis, a simple linear regression was calculated to determine the effect of the independent variable on the dependent variable and analyze the relationship. The table below illustrates this:

(Table Number 05): Shows the impact of the dimensions of the mental image on tourist behavior.

Significance of the regression coefficient			Relation ship outcome	Interpretive ability		Overall significance of the simple regression model		Dependent variable	Independent variable	
Sig	T	B		R <sup>2</sup>	r	Sig	F value			
0.00	6.58	3.65	H <sub>0</sub>	0.055	0.003	0.64	0.179	Mental image dimensions	(Average Games)	Second hypothesis
0.00	5.94	03.69	H <sub>0</sub>	0.05	0.003	0.67	0.17	Cognitive dimension		
0.00	06.00	3.90	H <sub>0</sub>	0.10	0.010	0.44	0.59	Emotional dimension		
0.00	05.92	3.73	H <sub>0</sub>	0.050	0.003	0.70	0.14	Behavioral dimension		

**Source: Prepared by researchers using SPSS software.**

From the table above, we find the Pearson correlation coefficient between (dimensions of mental image and Mediterranean Games) to be (0.003), which is a value that indicates significance at the (0.05) level. This means that there is a very weak positive correlation between the variables. We can interpret this weak positive correlation as follows: the broader the dimensions of the mental image, the more it reflects on tourists' behavior. In other words, the success of the Mediterranean Games positively influences the mental image of Oran as a tourist destination.

The table also shows the value of Analysis of Variance (ANOVA) which indicates that the value of (F) is (0.179) at a confidence level of (sig=0.64), confirming the significance of the regression at the ( $p \leq 0.05$ ) level.

Through the value of the estimated interpretation factor ( $0.055 = R^2$ ), which falls within the high interpretation range ( $0.50 \leq R^2$ ), we understand that during the period in which we surveyed the people in Oran during the Games, we found that the Mediterranean Games positively influence the mental image of Oran as a tourist destination and contribute to a proportion of (5.5%) in revisits or impact on tourist behavior. This is a very low contribution percentage, indicating that the remaining percentage (94.5%) of the influence

on the dependent variable is attributed to other factors besides the dimensions of the mental image. The mentioned regression value in the table ( $B=3.65$ ) indicates that for every repetition of hosting sports events once, there is an increase in the number of tourists by 3.65, signifying the greater importance of this variable in explaining variations in the dependent variable.

Based on the statistical analysis and interpretation of the table above, we can conclude that we reject the null hypothesis ( $H_0$ ) and accept the alternative hypothesis ( $H_1$ ): There is a statistically significant effect at the 0.05 level of the Mediterranean Games on the mental image of Oran as a tourist destination.

## 5. CONCLUSION

Through the applied study we conducted on the impact of sports tourism on the mental image of Oran, we reached the following results:

1. The Mediterranean Games affect the mental image of Oran as a tourist destination.
2. Sports events and the general atmosphere of sports facilities have the highest impact on the mental image, followed by the dimensions of the mental image in influencing tourist behavior.

Based on the obtained results, we can provide the following recommendations:

- Consider sports tourism as a tourist pattern of no less importance than cultural and recreational tourism.
- Incorporate sports tourism, competitions, and sports championships into the map of Algerian tourism.
- The authorities responsible for sports tourism should consider the proposed strategy for developing sports tourism in Algeria as indicated in this study.
- Focus on developing a comprehensive plan for utilizing sports potentials and capabilities in Algeria.
- Utilize tourism potentials throughout Algeria.
- Establish collaborative relationships between sports education institutes and tourism and hotel colleges and institutes to develop academic programs and diplomas for sports tourism.
- Creating a variety of sports facilities aiming to attract all international sports events, continuously developing and maintaining current facilities.
- Focusing on the quality of services provided in the areas of organizing sports competitions and events.
- Conducting marketing research to understand the desires and needs of tourists and working to meet them.
- Encouraging Algerian tourism companies to create sports tourism programs at prices suitable for different tourist categories.
- Utilizing vast desert areas to organize car races and rallies, providing all necessary services for them.
- Improving the international image related to the stability of security and political situations within the country.
- Adopting an innovative marketing strategy capable of winning Algeria the hosting rights for major international sports events.
- Increasing hotel capacity, including tourist hotels, villages, and resorts that cater to all segments.
- Building a global Olympic village in various historic Algerian cities suitable for all sports.<sup>2</sup>



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