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Egypt's Potential to Host Mega Sports Events Case Study of the Olympic Games 2036

Noha Helmy Abouelazm^a

^a Lecturer, Tourism Studies Department, Faculty of Tourism and Hotels, Minia University

Keywords

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Abstract

Sports events are increasingly used in both developing and developed environments to foster development (particularly economic growth), improve social cohesion and healthy lifestyles as well as highlight specific regions as tourist destinations. Egypt revealed its intention to bid to host the 2036 Olympics after the President of the International Olympic Committee (IOC) confirmed his desire to organize an Olympic Games (OG) in an African country. Consequently, potential of Egypt hosting the OG 2036 forms the backdrop for this study. The study reflects on the strengths, weaknesses, opportunities, and threats of hosting such a mega event in Egypt. The study employed the qualitative approach using in-depth interviews. Data was analyzed using the thematic analysis approach. The results revealed that Egypt has the potential to host sports mega events; nevertheless, some aspects need to be improved. The study also suggested several feasible implementations that ensure success before and after the bid.

1. Introduction

The OG are the leading international sporting events featuring summer and winter sports competitions in which thousands of athletes from around the world participate in a variety of competitions. The OG are considered the world's foremost sports competition with more than 200 teams, representing sovereign states and territories are participating. The OG are normally held every four years, and since 1994, have alternated between the summer and winter Olympics every two years during the four-year period.

The “Olympic Agenda 2020” has a new philosophy in the bidding procedure that encourages potential candidate cities to present a holistic concept of respect for the environment, feasibility and of development, to leave a lasting legacy (International Olympic Committee, 2021). This is completely different than the previous process where the primary reason for the huge debts occurred by local hosting governments was the structure of the bidding process.

For Africa, there are recurring themes that lead to the countries' lack of bidding. Poverty, poor governance in sport, lack of sufficient infrastructure, different priorities and political uncertainty are among these challenges. However; in the 21st century, Africa - particularly the African Union - has set goals to achieve through the sustainable development goals. And the 2036 Agenda aimed at maintaining great progress in the continent that - when merged with the Olympic Agenda 2020 recommendations - might result in the right moment for an African State to host the Olympic Games.

Noteworthy that this global event which began to be organized since 1896 in Athens did not travel to Africa before, thus, President of IOC “Thomas Bach” expressed his desire to hold the OG in the future in an African country (Premium times report, 2021). Historically, Egypt has applied four times to host the Summer Olympics in 1916, 1936, 1940, and 2008, but it failed (Games bid, 2018). However, the chances are now stronger than ever to assign the organization of the Olympics to an African country (Nestler, 2022). Egypt's candidacy to host the 2036 Olympics is supported by The Association of National Olympic Committees of Africa (ANOCA) which has pledged to defend the Egyptian file before the IOC (ANOCA Newsletter, 2022).

Since the African continent had never before honored to host the OG (Premium times report, 2021), there is no African case in the extensive literature on Olympic bidding, it mostly focuses on prior host cities. Further, studies on Olympic bidding and research about the advantages and disadvantages of Olympic hosting in African cities are also rare. Consequently, this study contributes to bridge this gap focusing on the Egyptian bid to host the 2036 Olympics and critically aims at exploring Egypt's potential to host mega sports events through examining the strengths, weaknesses, opportunities and threats (SWOT analysis) of hosting such events. Thus, four research objectives are provided below to help lead the study to a successful conclusion:

- Determine the strengths that make Egypt eligible to host the 2036 OG.
- Explore the weaknesses that might make hosting the event difficult.
- Discover the opportunities gained to host the event.
- Analyze the threats that could make organizing the event challenging.

2. Literature Review

2.1 Sports Events

Getz (2008:404) describes the events as a “unique, remarkable occurrence, of various types, shapes and sizes in a given time and space which in the tourism sector applies to the most interesting and fastest growing area of research.” The events are classified according to their scope, size, location, content and importance (Getz & page, 2015; Getz, 2012).

Due to the rapid globalization of the markets and new ways of communication, the event industry became indispensable player in the global tourism industry. Tourism events industry, by carrying out various types and categories of events nowadays, therefore plays an important role since it provides not only higher numbers of tourist arrivals but also the possibility of an important field of enquiry known as event tourism (Getz, 2008). Weed (2013) described sports event as a scope where tourism, sport and events need to play together. Sports event tourism has been associated with event tourism rather than sports tourism (Alexandris & Kaplanidou, 2014). Sports events according to Getz (2003) are a crucial component of sports tourism that have considerable economic consequences and serve to enhance tourist numbers. As a result, it is possible to claim that sports event tourism is nowadays widely acknowledged as a significant and highly valued niche market connecting various sectors of the tourism and leisure industries.

Furthermore, as shown in (Table 1), sports events vary in size and type based on the number of attendees (including spectators, organizers, and participants), media coverage, and target markets. The larger the event, the higher the expectations about the anticipated legacy impacts.

This study focuses on mega sports events. According to Roche (2000), mega sports events are commercial events with a high international effect that attract a large number of tourists and consequently introduce new popular tourist destinations. According to Home & Manzenreiter (2006), a mega sports event is a global experience that generates enhanced media support for the organizers and, consequently, the local communities where mega sports events are held, creating chances for considerable financial returns. Mega sports events typically have a positive effect on the host locations, raising tourism revenues, visitor spending, media attention, and infrastructure development, all of which may increase the destination's capability and appeal (Dolles & Soderman, 2008).

Table (1) Typology of Sports Events

Type of event	Characteristics	Example of event	Target audience / market	Media interest
Mega Events	<ul style="list-style-type: none"> Limited duration Dramatic character Mass popular appeal International significance 	<ul style="list-style-type: none"> Olympic Games Football World Cup 	Global	Global Media coverage
Hallmark Event	<ul style="list-style-type: none"> Possess significance in terms of tradition, attractiveness, quality or publicity that the event provides the host venue, community or destination with a competitive advantage. 	<ul style="list-style-type: none"> National sport event such as the Curry Cup and ABSA Premier League Large and established sport event in a particular location such as the Comrades Marathon 	National Regional	National Media coverage Regional Media coverage
Community Events	<ul style="list-style-type: none"> Small in size Mostly organized by unprofessional local associations or small or medium sized companies. 	<ul style="list-style-type: none"> Local community sports events 	Local	Local Media coverage

Source: made by the researcher, adopted from (Roche, 2000; Horne & Manzenreiter, 2006; Getz, 2005; Getz & page, 2015; Herstein & Berger, 2013).

Besides, mega sports tourism events that have shown rapid growth in recent years are also becoming an increasingly important promoter of host tourism destination (Zhou, 2010). They are attracting global audiences, improving international place branding, forming tourism promotion influencing the destination competitiveness, overcoming seasonality creating a lasting legacy for the countries if sustainability organized (Fourie & Santana-Gallego, 2011; Getz & Page, 2015).

Host nations gain from hosting mega sports events by attracting spectators to sports events, attracting in tourists, influencing public finances, and creating or upgrading sports infrastructure. Based on the facts, there is an enormous potential for tourism growth, media exposure, increased promotional awareness, and ultimately economic benefits for the hosting nation (Bowdin et al., 2006; Chalip, 2006). The planning of mega sports events is also growing in popularity as a mean of promoting sports tourism in a nation and as a key source of sports tourists which contributes significantly to the tourism and economic growth of host cities. Obviously, varieties of sports events that draw large crowds of spectators are essential to the expansion of the global event industry (Dickson & Arcodia, 2010; Getz, 2008).

On the other hand, organizing a mega sports event has a number of drawbacks, such as significant construction costs for sports venues and accompanying investments, particularly in transportation infrastructure, as well as traffic congestion and other issues. Additionally, the displacement of other tourists due to the event and the underuse of elite sports facilities after the mega sports event which receive little to no use from the local community (Kasimati, 2003).

2.2 Egypt Bids to Host the 2036 Olympics

During a press conference held at the National Olympic Committee's headquarters in Egypt to report on Dr. Thomas Bach's (The president of the IOC) stay in Cairo in September 2022, The Egyptian Minister of Youth and Sports, Ashraf

Sobhy, announced that President Abdel Fattah Alsisi had given his approval to the sports authorities to present Egypt's bid to host the 2036 OG (ANOCA Newsletter, 2022).

Thomas Bach stated that it would be excellent if Egypt hosted the 2036 Olympics expressing his full faith in Egypt's ability to organize significant events, particularly in light of Egyptian athletes' recent success at the Olympics. He also emphasized his pleasure to see an African bid for the organization of this great event. Moreover, he stated that Egypt is a nation that values sports, as proven by the successful organization of many international sports events with world-class athletes, such as the 2021 World Handball Championships.

Furthermore, the recent implementation of Egypt's sports infrastructure construction program is a source of pride and an undeniable asset in making Egypt a serious contender. In addition, the Egyptian International Olympic City in the New Administrative Capital is one of the most important sports arenas in the Middle East; featuring stadiums, covered halls, as well as medical and hotel service facilities (ANOCA Newsletter, 2022).

The Egyptian International Olympic City is established on an area of 450 acres and features a football stadium with a capacity of 93,400 spectators. A covered hall for 15,000 spectators and another for 8,000 spectators, containing an Olympic swimming pool complex with a capacity of 5,000 spectators, a tennis complex with a capacity of 3,500 spectators, a squash complex with a capacity of 1,000 spectators and an equestrian complex. It also boasts shooting fields (shotgun, electronic and manual), open 10 five-a-side courts, volleyball, basketball, beach soccer, hockey courts, and other multi-purpose courts (Egypt International Olympic City, 2023). This is in addition to a sport medicine hospital, hotels, an open theater, open playgrounds, archery and bow and arrow fields, an open Roman theater and chalets, banks, service areas, administrative buildings, a ceremony building, and public squares equipped with giant screens (Egypt Independent, 2022b).

The president of ANOCA "Mustafa Berraf" stated that Olympic Africa would be extremely proud to host these competitions. He expressed confidence in Egypt's ability to host major world events, underscoring that ANOCA will support the bid which will honor Africa as a whole. He confirmed that the African Olympic and sports events movement would stand like one man to make this event a global success, emphasizing that the African continent can express its ingenuity and insight in promoting sports and Olympic values. Egypt will thus be the accomplished representative of the African Olympic aspirations and its bid is a great opportunity for the world Olympic movement (ANOCA Newsletter, 2022).

The Summer Olympics 2024 will take place in Paris, then Los Angeles will organize the games in the summer of 2028, and four years later in 2032, the Summer Olympics will be held in Brisbane, Australia. Egypt will face tough competition from countries like India, the United Kingdom, Turkey, Spain, and Russia, which have

shown their interest in hosting the 2036 games (Elsawy, 2022). The OG have never been hosted on the African continent, yet Egypt has emerged as a serious contender for the 2036 OG after the IOC revised its bidding procedures to encourage greater engagement with possible host cities. Egypt aims to become the first African country to host the OG, relying on the IOC president's support to hold the global event (Sabry, 2022). Consequently, this study focuses on Egypt's potential to win the bid to organize the mega event.

3. Methodology

3.1 Sample and Data Collection

This study aims at identifying the potential of Egypt as an African country to host the OG 2036 through determining the strengths that make Egypt eligible to host the 2036 OG, exploring the weaknesses that might make hosting the event difficult, discovering the opportunities gained to host the event, and analyzing the threats that could make organizing the event challenging. The researcher used a qualitative technique based on in-depth interviews with tourism and hospitality, sports, and economic specialists to achieve the study's aim.

An interview is an important qualitative data collection method used for extracting more detailed information or a deep understanding of a subject or concept. Participants in an in-depth interview are encouraged and supported to speak extensively on the topic under investigation (Alshenqeeti, 2014; Srivastava & Thomson, 2009).

The researcher conducted in-depth interviews to explore Egypt's potential to host mega sports events such as the OG 2036. It explores the strengths, weaknesses, opportunities and threats of hosting such mega events. The current study collected the data by conducting 16 in-depth interviews via phone calls through May 2023, and the researcher recorded the interviews after verbal agreement from the respondents. The duration of calls ranged between 20:40 minutes in average. After the completion of the 16 interviews, no further themes were noticed. Accordingly, data collection was halted since it was believed that saturation had been reached (Saunders et al., 2016).

Almost Two-third of the respondents were males (63%), however, the rest were females (37%). Most of the respondents (68.7%) have more than 20 years of experience in tourism and hospitality in both public and private sectors, (18.75%) have more than 20 years of experience in sports, and (12.5%) have more than 20 years of experience in the economic field.

3.2 Data Analysis

After gathering all of the perspectives and remarks from the interviews, the qualitative data from the interviews was analyzed using the thematic analysis approach. Thematic analysis (TA) is one of the most popular qualitative data analytic techniques in psychology and social and health sciences. TA is a good approach to

research while trying to find out something about people’s views, opinions, knowledge, experiences or values from a set of qualitative data – for example, interview transcripts, social media profiles, or survey responses (Braun & Clarke, 2022). There are six steps developed by Braun & Clarke (2006) that should be followed while using the thematic analysis approach 1: Familiarization; 2: Coding; 3: Generating themes; 4: Reviewing themes; 5: Defining and naming themes; 6: Writing up.

The SWOT analysis matrix was used as a guiding framework in generating the main themes of analyzing the interviews and arranging the collected materials and presenting a more coherent understanding. SWOT analysis is a strategic planning tool; used to assess a company's strengths, weaknesses, opportunities, and threats. It provides information that can be used to better match the company's resources and capabilities to the competitive environment in which it operates (Sarsby, 2016). The resulting SWOT matrix contrasts the results of internal analysis (strengths and weaknesses) and the external analysis (opportunities and threats) to determine strategic domains of action. The study identified and analyzed the interviewees' responses, summarized the data to reach conclusions, and acknowledged the study's objectives.

3.3 Results and Discussion

Analyzing the respondents resulted in four main themes; strengths, weaknesses, opportunities and threats, see figure (1).

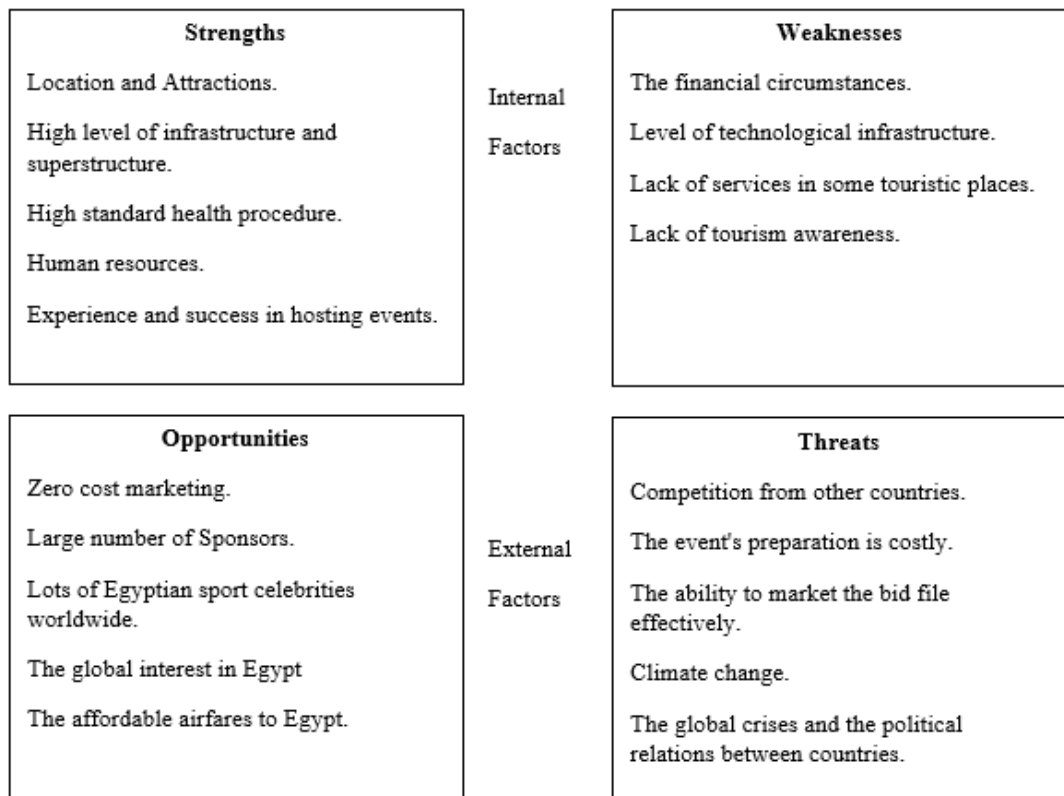


Figure (1) Four Main Themes of Qualitative Data

Strengths

The interviewees identified the strength at some points; all the interviewees (I1 to I16) were clear and confident about the absolute certainty of Egypt's unique location which makes it an ideal place to host the event as Egypt is easily accessible from all over the world in addition to the different types of attraction and different types of tourism it provides. They also illustrated the number of Egyptian cities that are characterized by natural attractions and can host this tournament from north to south, such as Cairo, Alexandria, Al-Alamein, Hurghada, Sharm Al-Sheikh, Luxor, and others.

All the interviewees (I1 to I16) articulated that Egypt provides a good level of infrastructure for hosting such events; it could be summarized as follows:

- Egypt has state of the art infrastructure, from stadiums and closed sports halls to major Olympic city in the New Administrative Capital, which has playgrounds for all kinds of sports.
- Different means of transportation (buses, cars, public transportation, cruises, railways, the high-speed rail, and the monorail; which is expected to be operated in 2024), it operates more than 5000 mean of transportation. Moreover, Egypt ranks 16th worldwide in the quality of roads.
- Distinct airports with lots of facilities, particularly Cairo International Airport which is one of the busiest airports in the Middle East and Africa serving millions of passengers every year. It acts as a gateway to Egypt and a hub for many airlines; moreover, it is committed to provide the clients with the best possible experience from the moment they arrive until they depart.

While the respondents articulated the main infrastructure, they also reflected on the tourism infrastructure, particularly the different means of accommodation and the entertainment centers. They also referred to the high standard of health procedure in Egypt, including hospitals, medical centers, and excellent medical staff.

Most of the respondents (I1, I2, I4, I5, I7, I8, I9, I11, I13, I14, and I16) confirmed that Egypt owns many cadres with remarkable competencies and mentalities with great capabilities and experience in managing events; however, they need more coordination and solidarity. In addition, many youth volunteers would like to participate in organizing events, for instance, the university students who participated in Egypt's organization of the African Nations Cup and the Handball World Cup.

Moreover, they confirmed that Egypt has proven its experience and competence in organizing prior sports events; it hosted several major international tournaments in recent years. In 2017 and 2021, Cairo hosted the World Championships in Modern Pentathlon. It has hosted the Africa Cup of Nations four times, most recently in 2019, and the Africa U-23 Cup of Nations in November 2019.

Early in 2021, Egypt hosted the Handball World Cup despite the coronavirus pandemic and the World Fencing Championships in 2022.

Weaknesses

The overwhelming economic crisis that Egypt is currently experiencing is - according to I2, I3, I5, I7, I8, I9, I10, I12, I13, I15, and I16 - one of the country's most vulnerable points. There are no certain signs to indicate how long the crisis will endure or whether it will end, it is also difficult to estimate when it will finish. Despite the financial circumstances and the change in the rate of currency exchange, other respondents found the low rate of the Egyptian pound a strength point that will attract tourists to visit Egypt and attend the event.

According to most of the interviewees' point of view, another weakness is the level of technological infrastructure in terms of internet services, its speed, and means of communication. Despite many countries worldwide have advanced a lot in this field where everything based on smart technology, Egypt is still suffering from low internet speed. On the contrary, I1, I3, I7, and I9 declared that Egypt is advancing in this field; it has moved up 16 ranks, ranking 57th out of 120 countries (compared to 73rd in 2022) and 3rd out of 29 African countries (Inclusive Internet Index, 2022). Thus, Egypt's improved ranking reflects the national efforts towards building digital Egypt.

In other parts of the interview, I2, I3, I4, I5, I9, I11, I13, I14, and I15 stated that despite the development that has occurred to the infrastructure in Egypt in recent years, unfortunately, some cities still suffer from a very low infrastructure level and lack of some services and facilities. For instance, lack of public toilets which is a part of the cities' assessment worldwide, as well as lack of services in some touristic places which could be considered as a weakness.

Lack of tourism awareness and how to treat tourists is one more weakness according to I2, I3, I5, I8, I10, and I15 point of view. Tourists in Egypt continue to deal with issues including fraud, abuse, higher costs, and harassment. Tourism awareness is crucial as it can increase the participation of the communities in tourism. Awareness also assists the community with an understanding of the economic, social, and environmental benefits of the tourism product. Besides, it can change the community's perception about tourism (Saarinen, 2010).

Opportunities

Since events are the best way to promote tourism in countries, all the respondents (I1 to I16) confirmed that one of the significant opportunities Egypt would gain is the zero-cost marketing and promotion campaigns. The OG are a prime example of a major international event that is strategically utilized by several parties. Events are an effective tool to ingrain the country's message in the audience's mind. They are perfectly suitable for adding a layer of emotional value to a product or service. Visitors to an event undergo the event and experience it and the event gives

them lasting memories to cherish (Gerritsen & Van Olderen, 2020). As a result, the message of the event will stick if it is delivered in the right way. This is an excellent approach to distinguish a country in an era when products and services, as well as cities, are becoming increasingly similar.

Moreover, I3, I8, I9 and I12 declared that the presence of many sponsors who have the desire to sponsor such mega sports events is one more opportunity. Companies often sponsor sports teams and events to promote their brands to the public. Sponsorship of mega-sports events continues to be one of the most popular forms of marketing. The international appeal and reach of the OG are amongst the top advertising and sponsorship opportunities in the world for international branding. In turn, the marketing value provided by the OG always attracts the interest of multiple sponsors in various categories (Eric et al., 2012).

Most of the respondents (I2, I3, I4, I6, I7, I9, I10, I12, I13, and I15) noted that sports always been and still an important aspect of life in Egyptian society. Noteworthy that many of the sports that are known and practiced today have their origins in the ancient Egyptian history. The evidence of this are the paintings and scenes depicted on the walls of the temples and tombs all over Egypt. Besides, there are a lot of Egyptian athletes who have long history competing in sports and at the Olympics. Nowadays, there are many Egyptian celebrities in various sports who have competed internationally and won numerous medals (e.g., Mohamed Salah, Mohammed Safwat, and Marwan El Qamash).

Another opportunity according to I1, I2, I4, I6, I8, is the global interest in Egypt. Egypt has been ranked second amongst the tourist destinations in the Middle East and North Africa that tourists around the world visit for the purpose of entertainment. Moreover, there are 272 million potential tourists interested in the current Egyptian tourism product, yet, with some modifications (Egypt Independent, 2022a).

In addition, half of the respondents (I1, I2, I4, I6, I7, I9, I10, and I14) reflected on the affordable airfares to Egypt than other destinations due to its distinctive geographic location which attracts many to travel to it. Air transport and tourism are together one of the major industries in the world. Tourism, especially international tourism, has grown rapidly because of the cheaper costs of air travel. Low-Cost Carriers (LCCs) have significant impact on tourism, because of low fares offered to leisure travelers. These low fares allow travelers to spend weekends in foreign countries or short-term visits to other destinations (Sarilgan, 2016). Moreover, it motivates tourists to travel and spend more on domestic leisure activities; the lower the airfares, the higher the expenditure in other activities.

Threats

Half of the respondents (I2, I3, I5, I7, I8, I10, I11, and I14) revealed that Egypt will need to devote significant resources to prepare for this event; as it will

need to build stadiums, hotels and develop infrastructure, consequently, higher costs may increase the country's future debt, especially if the event is not profitable in terms of trade and tourism.

All the respondents (I1 to I16) confirmed that the competition from other countries and their readiness to host the event represent another threat, where all competing countries will present their best and highlight their strengths and ability to host and organize the event. For example, Mexico declared that the country already has most of the sports infrastructure required for the Olympic event (The Associated Press, 2023). Turkey claimed that most of the required infrastructure to host the Games is already in place and that only a small number of venues will need to be built (Berkeley, 2022).

The ability to effectively market the bid file, in most of the interviewees' opinion (I2, I4, I5, I6, I8, I9, I10, I12, I14, and I16), poses an additional significant threat. For the file to succeed, it is vital to discover the requirements of the IOC prior to pitching any ideas. Moreover, it requires more creative marketing strategies. The file should present Egypt's unique value proposition, give the IOC a basic understanding of the state's process, set expectations with a timeline and anticipated deadlines, demonstrate that the state understands what the IOC and tourists need, and finally explain why Egypt is unique and the best option compared to other nations.

Moreover, I1, I3, I4, I7, I8, I10, I12, I14, and I15 declared that the climate change and the high temperature in Egypt during the summer is one more threat that might affect the performance of athletes and participants in the Olympic events. Even the best athletes will be adversely affected by climate change. More intense heat, humidity, and poorer air quality could lead to heat-related illnesses and decreased performance. In hot temperatures, certain sports, like the marathon, tennis, and the triathlon, might become dangerous.

For others' thought (I1, I2, I4, I5, I7, I9, I10, I13, and I16), the global crises and the political relations between countries represent a threat as well. Every global crisis affects the international system, its structures, norms, and institutions. According to the global risks report (2023), the next decade will be characterized by environmental and societal crises, driven by underlying geopolitical and economic trends. "Cost-of-living crisis" is ranked as the most severe global risk over the next two years, peaking in the short term. "Biodiversity loss and ecosystem collapse" is viewed as one of the fastest deteriorating global risks over the next decade, and all six environmental risks feature in the top 10 risks over the next ten years. Nine risks are featured in the top 10 rankings over both the short and the long term, including "geo-economic confrontation" and "erosion of social cohesion and societal polarization", alongside two new entrants to the top rankings: "widespread cybercrime and cyber insecurity" and "large-scale involuntary migration" (the global risks report, 2023).

4. Conclusion

Egypt has the potential to host all global mega events. It possesses cultural, natural, and historical attractions, as well as a suitable superstructure and infrastructure making it qualified to host mega sports events. Hosting Mega sports events is a great opportunity that Egypt must pursue, it will enhance Egypt's image and reposition the country. Moreover, it can provide numerous employment chances in different sectors. Additionally, hosting such events could contribute to more development of Egypt's sports infrastructure and boost citizens' interest in various sports. Further, it will place the country on the map of sports tourism, opening the way for sports tourism to be promoted as a new tourism niche in Egypt, and thus, tourism demand to Egypt will increase. Ultimately, hosting such events is considered as a sustainable tourism development for Egypt and an addition to the Egyptian tourism experience that the world should witness.

5. Implementations

5.1 Before the bid

- Authorities should prepare a comprehensive file to be submitted along with the proposed request to the IOC. Preparing the bid file requires significant effort and coordination on the part of those who oversee sports in Egypt, as well as political and coordination support from the Ministry of Foreign Affairs, thus, Egypt could have a greater opportunity in the midst competition among the other states.
- Improve the infrastructure then promote the updated modifications in Egypt's tourist cities and their infrastructure, demonstrating Egypt's readiness to host the event.
- Carry out good marketing strategies for the bid file; it should include the infrastructure, capacity for stadiums, accommodations, transportation, services, etc. of the required competitive elements.
- Employ innovative strategies to promote the bid file and enlist the assistance of competent and prosperous international outsourcing in the creation and promotion of the bid file.
- Invite well-known world champions in various sports to serve as international ambassadors to Egypt.
- Create an agenda of sports events linked to one or more of the OG, or an Arabic or an African Championship, and promote Egypt as the regular host nation (much like the Wimbledon Championships which has been hosted in London since 1877). Besides, organize sports events, invite some teams, and host special competitions in the upcoming years.
- Maintain solidarity between the public and private sectors as well as the civic society.

5.2 After winning the right to organize the event

- Consider all limitations and shortcomings in hosting prior events and handle them thoroughly, rectify errors, and devise backup plans in case of any issues.

- Get into agreements with businesses and organizations that are experts in organizing large-scale events, particularly sports events.
- Build stadiums using current technical advancement, especially those that could be placed in various locations (as shown by Qatar when hosting the World Cup 2023).
- Develop a robust digital infrastructure to manage and facilitate the registration process, accommodation and feeding of thousands of participants. Additionally, increase the internet access and speed in Egypt.
- Attempt to address the climate change threat, by setting up cooling stations around venues, and encouraged athletes to incorporate “cooling downs” before, during, and after their event (as Tokyo did in 2021 Olympics).
- Create a website with all the event information in multiple languages.
- Develop a mobile application that can provide all information about the matches, their times, and locations.
- Ease visa requirements and reduce travel restrictions (except for some countries) in order to attract tourists to Egypt, particularly those from the surrounding nations.
- Improve the efficiency of human resources in the tourism and hospitality industry.
- Egyptian tour operators should consider how to optimize their profits by utilizing the event to advertise Egypt's tourist hotspots through targeted marketing efforts.

6. Limitations and Future Research Trends

Extensive literature on Olympic bidding is mainly dealing with former host cities and thus there is no African case. Due to the novelty of the topic, the author was therefore forced to rely on a variety of academic literature and general theoretical studies on the OG or mega sports events, as well as published reports, articles, and field research.

This study is conducted before the official bidding of the Egyptian file to organize the OG 2036; hence, it only provides "The Pre-event" perspective. If Egypt wins the bid to host the OG in 2036, the following issues and concerns are suggested as future study directions:

- After the end of that event, some studies should be prepared to evaluate the actual impacts of the “During the Olympic Games contribution phase” in Egypt.
- Before the Olympic Games 2040, some other studies should be prepared to evaluate the “Legacy contribution phase” of the Olympic Games 2036.

In case of failure, studies should focus on the reasons and provide procedures to avoid it in the future.

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إمكانات مصر لاستضافة الأحداث الرياضية الكبرى

دراسة حالة: دورة الألعاب الأولمبية 2036

الملخص

تُستخدم الأحداث الرياضية بشكل متزايد في كل من المجتمعات النامية والمتقدمة لتعزيز التنمية (لا سيما النمو الاقتصادي)، وتحسين التماسك الاجتماعي وأنماط الحياة الصحية، فضلاً عن تسليط الضوء على مناطق معينة كوجهات سياحية. كشفت مصر عزمها على استضافة دورة الألعاب الأولمبية 2036 بعد أن أكد رئيس اللجنة الأولمبية الدولية رغبته في تنظيم دورة ألعاب أولمبية في دولة أفريقية. وبناءً عليه، فإن احتمال استضافة مصر لدورة الألعاب الأولمبية 2036 يشكل الخلفية لهذه الدراسة. وتعكس الدراسة نقاط القوة والضعف والفرص والتحديات لاستضافة مثل هذا الحدث الضخم في مصر. استخدمت الدراسة النهج النوعي باستخدام المقابلات المتعمقة. تم تحليل البيانات باستخدام نهج التحليل الموضوعي. كشفت النتائج أن مصر لديها القدرة على استضافة الأحداث العالمية الكبرى، ومع ذلك، يجب تحسين بعض الجوانب. اقترحت الدراسة أيضاً العديد من التوصيات الممكنة التي تضمن النجاح قبل وبعد عرض ملف استضافة الحدث.

الكلمات المفتاحية: الألعاب الأولمبية 2036، الأحداث الكبرى، الأحداث الرياضية، أفريقيا، مصر.