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Proposed Strategy for Expanding Squash Sport Base in A.R.E

**Research Submitted in Fulfillment of the Requirements
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Research Introduction:

Squash is one of the most important and famous sports of the racquet in the Arab Republic of Egypt, where Egypt occupies the throne of the world rankings in terms of championships and medals at the individual level and the teams men and women and young people and women in various stages of the Sunni. Where six players ranked the top ten in the world of squash (men) and four players ranked the top ten best in the world of squash (women), and despite all these great achievements, but confined this sport in the scope of Greater Cairo and some other speakers and practiced by only a few Few because of the paucity of stadiums, the lack of trainers and the high costs of participation and practice in most governorates of the Arab Republic of Egypt

The sport of squash is covered by the media during the tournaments only. There is no role for the media or the federation and its affiliated regions in spreading this sport in practice and increasing the number of players and participants in most governorates. Some clubs in Greater Cairo adopt squash courts from the club's treasury, The cost of setting up stadiums is expensive and many businessmen are playing the squash courts in the governorates of Upper Egypt, Delta and Upper Egypt because of the cost of high stadiums and the lack of sport. Player lounges so as to achieve material gains and to move away from investment in the sport of squash

The implementation of the modern administration in the sports institutions will achieve the best sports and consulting services with the most efficient methods and the lowest costs and the highest possible quality, because they contain guiding principles that allow all elements of the game and beneficiaries to work better, and that their application in the sports field will be a good way to think and consider the sports institutions as athletes And creative personnel, and their employees must know how to deal with them and work within them to produce players and distinguished individuals, and better service to them and evaluate them by knowing how improved their

numbers and achievements. Based on the above, we are in dire need of development in sports institutions, especially in administrative work as a major component of the sports field, and therefore depends on the quality of its operations, and this is what we were assigned to it, which we hope to achieve some of what we hope to get good results and outputs. Because the need is becoming more difficult to find ways to quality performance, and is urgent to satisfy the needs of the community and the labor market and requirements, and that depends on the quality of the level of administrative structure and workers and programs, which means positive sports institutions, if we consider the sport to be an excursion to the entrance. Its quality means that these outputs are good and consistent with their objectives in terms of the needs and requirements of the community. All these mechanisms are carried out in the light of clear plans and objectives and then help in building strategies to achieve the expected success.

And achieve the general objectives of the sports institutions according to the requirements of the management and the implementation of a clear line of features that the organization of a precise organization and clear to all individuals, explaining the duties and responsibilities and takes into account that it is realistic to facilitate the work in accordance with the administrative regulations and regulations of the company. The implementation of follow-up programs for all departments of the company and the identification of forms of periodic reports to follow up and provide a mechanism that allows quick decision-making that contribute to the acceleration of the work and management to provide the right atmosphere and environment suitable for work and the need to consider and study ideas and proposals aimed at developing work.

The development of the strategy is an important administrative tool; it shows its importance in helping sports institutions and federations maintain their success by enhancing their adaptation and management to both the internal and external work environments, as they enhance managers' ability to respond to and understand internal

and external influences. And contributes to the development, improvement and development of future ideas. It helps to accurately forecast the strategic results. It seeks to improve and improve the long-term financial performance of the enterprise. It coordinates and unifies all administrative efforts and departments to reach the goals. Change programs.

Research problem:

Sports and sport activities have assumed a prominent place in the local arena as a phenomenon worthy of study. The manifestations of this status have increased through the establishment of sports bodies and sports federations and their issues have become problems with social dimension. Sports is one of the largest sectors and areas interacting with society and affected by the successive changes that go through it, as the sports sector is represented in sports bodies, civil, government, quality and private are only community systems that affect and are affected by the community and global and local variables, so the sports institutions and unions concerned to work on To manage all the available resources in the organization in a manner that ensures the achievement of all its objectives and objectives, in accordance with many steps, which in turn begins to define these goals, then work on analyzing the competitive environment surrounding the institution, And then develop a system for assessing strategies, with the need to identify opportunities and threats that the institution may face, so that these threats can be within the organization itself or from its competitors.

The Arab Republic of Egypt occupies the world rankings in squash sport with figures, results and statistics. The Arab Republic of Egypt emerged in all tournaments. The first centers achieved men - general and young women. Despite all these achievements, all players belong to the clubs of Greater Cairo and Alexandria And some clubs in the province of Gharbia and Dakahlia and there is no representative of the clubs of the regions and the Delta and Upper Egypt, where most trainers squash

rely on the preparation and preparation of young people on specific clubs and do not look to others to achieve the desired goal at the level of championships and medals, Z-wide dissemination of sport is not for the rest of the governorates of Egypt's share of the practice so as to the direction of investment and the creation of stadiums and academies outside of these provinces, which makes these buds and young people from the children of affluent class to travel to these clubs in order to participate in the special Alacademet and not for the rest of the rookies of luck in practice.

Squash sport is characterized by fun, excitement and suspense as it depends on the speed of performance and muscle ability and expectation and accuracy and endurance in order to continue the game to win and win over the competitor and is characterized as a sport does not require a large area of practice and the suitability of all ages of both sexes is a competitive sport educational distinctive, But it is limited to certain categories and provinces and require the exercise of high cost and increase cost when moving to the level of the tournament and therefore seek many parents in Greater Cairo and nearby areas to buy As for the special academies for the long-term sports investment for their children to participate in tournaments and if they are not lucky sports participation and prevention and protection of them health and behavior, and those who are unable to participate or practice tend to another sport fit their physical capabilities due to the high costs and burdens of travel in order to participate in These academies and this is a clear and large failure of the Ministry and the Egyptian Squash Federation in the deployment of sports and the provision of playgrounds and tools necessary to practice in the Delta and Upper

This led the researcher to propose an appropriate strategy to expand the base of squash practice in the Arab Republic of Egypt by identifying the strengths and weaknesses that help overcome the problems facing squash as well as monitoring the future opportunities and threats of the union and hoping for the arrival of sport for each

governorate and club in the Arab Republic of Egypt. Especially in the provinces of Delta and Upper, which through practice may produce heroes in this sport contribute to increase the number of competitions achieved or the practice of regular health sports for young people and young people and the dissemination of the game in most governorates of the Republic. This is what prompted the researcher to try to propose a strategy for the development of squash sport in the Arab Republic of Egypt in light of defining the work environment of the organization, creating and discovering current and future opportunities and exploiting them and avoiding threats and dangers. The researcher will then attempt to reach a model for a. Proposed Strategy for Expanding Squash Sport Base in A.R.E

Research importance :

Scientific importance:

Highlight the obstacles that prevent the spread of squash in all governorates of Egypt and how to expand and increase the prevalence of the game to find out the most important points and put them in a proposed strategy may contribute to the spread of the game in some governorates of the Arab Republic of Egypt.

Practical importance:

To work on benefiting from the proposed strategy to expand the base of the practice of sports in the Arab Republic of Egypt, and how to apply and benefit from it as it works to combine efforts and optimal use of available possibilities through the organization of human resources and financial programs designed to achieve the desired goals.

Research Goal:

The study aims at designing a proposed strategy to expand the practice of squash sport in the Arab Republic of Egypt through:

- Developing a proposed strategy to expand the practice of squash in the Arab Republic of Egypt.

Research questions:

- What is the proposed strategy to expand the practice of squash in the Arab Republic of Egypt?

Research procedures:

Research Methodology:

The descriptive approach is not limited to collecting and tabulating data, but rather to analyzing and interpreting the results.

Community and Sample Search:

Research community :

The research community included representatives of the Egyptian Squash Federation, coaches, referees, managers of activity, administrators and beneficiaries of the Egyptian Squash Association.

The research sample :

Exploration sample:

The survey sample was determined with the aim of legalizing the internal and external environmental survey questionnaire (honesty - consistency) used in the research. The number was 30 persons who were chosen by deliberate method from outside the basic research sample and representative of the research community.

Basic research sample:

The basic research sample was selected in a deliberate manner by the representatives of the Egyptian Squash Federation, coaches, referees, managers of activity, administrators and beneficiaries of the services of the Egyptian Squash Federation. The research was carried out on 256 members of the Egyptian Squash Sports Federation Squash was chosen in a deliberate way through

competitions for the different stages of the sport in squash. For the sample samples (30) individuals and the basic number (226). The researcher may choose the sample to include all elements of squash sport so that the sample can represent all members of the research community representation So that there will be synergy and cooperation in order to implement and achieve the proposed strategy.

Data collection tools:

In light of the results of the theoretical readings and reference studies, and according to the research requirements,

The researcher used the following tools in data collection:

- Reference and electronic survey.
- Observation.
- Personal interviews.
- Questionnaire forms, basic research form (proposed strategy for expanding the base of squash practice in the Arab Republic of Egypt).

Basic Study:

The researcher applied the questionnaire in its final form (Annex 5) to the members of the basic research sample consisting of (226) individuals. The researcher applied the form during the period from 30/5/2018 to 30/1/2019 to the research community (trainers, referees, Administrators, beneficiaries, activity managers, game specialists).

Statistical Processes:

The researcher used the SPSS package which includes the following treatments:

- Duplicates.
- percentage.
- Relative importance.
- Relative weight.
- Correlation coefficient.
- Alpha-Cronbach's stability coefficient

Conclusions:

Conclusions on the results of the proposed strategy form for expanding the base of squash practice in the Arab Republic of Egypt:

Conclusions concerning the vision, mission, values and objectives proposed by the Egyptian Squash Federation:

- The vision, mission and objectives of the Egyptian Squash Federation have been agreed after the approval of the experts and the responses of all the members of the sample and they have approved a very large percentage of them as the international institutions are keen to unite efforts and raise awareness of the union.

- The Union has no clear role in expanding the practice of squash.

- The Egyptian Squash Federation does not accept criticism, analysis and constructive evaluation, which will raise the level of performance of the employees in light of the beneficiaries' opinions.

- The Union does not seek to expand the rule of practice by spreading the game in different provinces

- The Union does not seek to use the modern media effectively to spread and encourage the masses to practice squash, and only to highlight the world's famous players.

Conclusions on the organizational structure and conditions of selection of employees and responsibilities in the Egyptian Squash Federation:

- The Egyptian Squash Federation is not aware of the availability of a large number of regions which in turn are working on the implementation of the policies of the Union and the commencement of the work and competence of each individual so that we can ensure the spread and increase the number of practitioners within each of the governorates of the Arab Republic of Egypt

Conclusions on the executive procedures of the Egyptian Squash Federation Committees:

- There are no educational courses in the civil clubs in most of the governorates of the Arab Republic of Egypt,

which provides the public with information and knowledge of squash sport.

- There is a shortening by the Union in the fragmentation of most cities in the provinces and provide them with specialized halls for the practice of squash clubs and youth centers.

- There is no protocol of cooperation between the civil clubs and the Union, which led to the loss of communication between the two parties and this in turn affected the spread and practice of squash in the governorates of the Arab Republic of Egypt

- There are no human cadres distributed to the centers of youth and clubs in the provinces, which inhibited the spread of the game and narrow the rule of practice.

- The lack of a clear role for the Union in providing tools for players practicing in clubs and academies as a kind of encouragement to practice and spread the game in the governorates of the Arab Republic of Egypt.

- There are no timetables for arbitral courses in the Federation as well as training for trainers on an ongoing, periodic basis and annually

- There is no official magazine in the Federation issued periodically as a type of media read showing the organizational structures and administrative divisions and the bulletins and tournaments that he supervised as well as the world champions within the Union.

Conclusions on the presentation and formulation of the content provided to the beneficiaries of the Egyptian Squash Federation:

- There are no specialists in the field of investment to work on the establishment of squash courts in various governorates in the Arab Republic of Egypt.

- There is no plan in the Egyptian Squash Federation to establish its own areas in most governorates of the Arab Republic of Egypt.

- There is no scientific content on the Facebook social networking page Facebook includes the educational science

of the masses to ensure the expansion of the rule of practice

- There is no scientific content on the YouTube channel of the Union includes the educational science of the masses as well as the most important tournaments and games for global champions in the Arab Republic of Egypt to ensure the expansion of the rule of practice in the Arab Republic of Egypt.

Conclusions on the methods of follow-up and continuous evaluation of the Egyptian Squash Federation:

- The deployment of the game can be measured by increasing the number of stadiums in the civil clubs within the non-practicing governorates

- Interaction with YouTube can be measured by a high view of videos

- The performance of trainers and referees can be improved by increasing training courses

- The interaction of Facebook social networks can be measured by increasing the number of fans and followers of the page

- The effectiveness of the application can be measured by increasing the number of received and transmitted messages from the beneficiaries

Recommendations:

General Recommendations:

In light of the objectives of the research and the results obtained and through the analysis of the content and opinions of experts, the researcher recommends the following:

- The need to conduct educational campaigns about the importance of the game and its history and performance of movement.

- The need to expand the practice of squash in various governorates by facilitating the establishment of areas of the Federation covering all the governorates of the Arab Republic of Egypt

- The necessity of using the modern media to spread and encourage the practice of squash.

- The necessity of a time plan to ensure the establishment of a number of squash courts in the governorates of the Arab Republic of Egypt

- The need for those who hold positions in the organizational structure within the Union to have some qualifications and scientific studies in the field of specialization required

- The need to attract businessmen to adopt the establishment of private playgrounds squash practice, especially that they need a high cost.

- The need to adopt young leaders qualified and trained within the areas of the Federation in the provinces to ensure the deployment of the game within the province.

- The Federation must commit to the establishment of a training course that will improve the performance of trainers within the provinces on an annual basis

- The Federation should feed its page on Facebook social networks with information and knowledge that will give a definition of how to play the game and not just publish images of international heroes.

- The Federation should feed its official channel on YouTube with information, knowledge and educational videos of motor skills.

- The need to pay attention to the establishment of a magazine as a type of press reading, including the definition of the Union and its importance and the tournaments in which it participates and a record of international heroes

- The Union should take care of investment and marketing

- The necessity of working a protocol of cooperation between the Ministry of Youth and the Squash Federation to adopt the establishment of squash courts at the provincial levels as well as in the sport of football at the level of youth centers, considering that the sport of squash Egypt is on the throne of the worlds boys and girls.

- The Ministry of Youth and Sports, which is responsible for sport in Egypt, should include squash sport among the games that are created for training halls within youth centers.

- A protocol of cooperation between the Egyptian Federation and the Ministry of Youth and Clubs should be established to provide places for the establishment of open spaces for practicing squash in the provinces with the joint financial support of all parties.

Activating the system of sports motivation starting from basic education until the end of university education in light of the results of the National Conference for the development of secondary education and admission policies in higher education held in Cairo in 2008.

- Activate the role of the Egyptian Federation for Sport for All and the Sports Federation of Schools.

- Completion of the modernization and development of sports bodies, commensurate with the population and urban development

- Supporting single-game clubs.

- Establishing a bridge of continuous communication between the civil sector (Egyptian federations) and the academic sector and benefiting from the applications and results of modern scientific researches that serve the championship sector.

- Attention to the sports academies and the Faculty of Physical Education and scientific institutes to participate in training studies and sports research in cooperation with the Union.

- Encourage the international production companies for sports equipment based on the manufacture of ores of stadiums to establish production lines in Egypt.

- Work on adopting the projects of young graduates in the field of the manufacture of sports tools.

- Completion of infrastructure in all governorates, especially those related to games that suffer from severe shortage of stadiums.

- Establishing new Olympic centers in different governorates, especially in Upper Egypt governorates, and

providing them with all the capabilities that qualify them to perform their role as a regional training center.

Organizing the presentation of some areas of state-owned land as sports projects for investors using the BOT system.

- Adding sports investment within the Investment Incentives Law with the aim of making the sports field attractive for investment.