

Title in English: The Degree of Accreditation of Sports Tourism as a Modern Strategy in Developing the Dimensions of Purple Economy in Algeria

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Abstract :

Our study aimed to know the degree of adoption of sports tourism as a modern strategy in developing the dimensions of the purple economy from the point of view of the frameworks of workers in the youth, sports, culture, and tourism sector in the state of Bordj Bou Arreridj in Algeria. To achieve this, we relied on the descriptive analytical approach, using the questionnaire as a tool for collecting data and on a sample of 90 individuals. For the various sectors mentioned above, we found a moderate degree of reliance on sports tourism in developing the economic dimension. We also found that there is a high degree of adoption of sports tourism in developing the social dimension/environmental dimension/cultural dimension of the purple economy within the frameworks of the sports, tourism and cultural sector of the state of Bordj Bou Arreridj. We recommend paying attention to sports tourism through the development path except in the economic, social, environmental and cultural dimension. Benefiting from it and learning about its components, because it is a fertile sector that can contribute to the development of other sectors.

Keywords: Sports Tourism, Strategy, Dimensions of the Purple Economy.

Introduction and Problem Statement:

Tourism and sports are two interconnected and complementary sectors, considered vital forces for economic development worldwide, especially in the modern age. Their significance has grown due to their economic and non-economic benefits and uses. This relationship has given rise to what is known as sports tourism, which has become an important economic phenomenon and today represents the fastest-growing market in the tourism industry. It primarily involves using sports as a means to attract and stimulate tourism for participation in or spectating various sporting activities in different locations.

Recent interest in sports tourism stems from its high economic revenues. Moreover, it focuses on cultural and social communication and continuity, making it part of alternative tourism. It is not merely a tool for economic development but also an effective tool for managing human, financial, and natural resources to serve the host country politically, informally, culturally, and socially. (Oulbani, 2017, pp. 213-214).

Sustainable economics relies on the necessity of local resources to ensure their sustainability while preserving the rights of future generations and avoiding dependence on a single sector like the fuel industry. The aim is to increase the national income by developing and diversifying other sectors such as the tourism sector to achieve sustainable economic development that combines its various dimensions with a cultural touch. This is what the new type of economics, known as the violet economy, aims for. (Ben Malek, 2019, p. 39).

This new type of economy is of great importance by giving consideration to the cultural aspect of the economy, adapting to human diversity within the scope of globalization. It relies on the cultural dimension to value goods and services that contribute to driving national economic development while achieving social welfare. Many countries compete to host sporting events by submitting bids to specialized bodies: World Cup championships, Olympic Games, continental championships, etc. The goal of this competition between these countries is not only for sports competition but also for various objectives, including development through investments, infrastructure renewal, and strengthening tourism. (Qasmi, 2012).

The interest in sports tourism is also due to its significant impact on today's culture, having a special influence on societal behavior. The philosophy of tourism has a strategic aspect and has made an effective contribution to economic and social development in many countries. Therefore, it is essential to pay attention to its adoption in Algeria, which has witnessed the development and growth of its tourism and sports sectors since independence, thanks to the policies pursued by the state. Algeria, being a young country that gained independence sixty years ago, possesses significant tourist assets, especially diverse natural resources. These resources enable the adoption of the concept of sports tourism and entry into the global tourism market and competition if utilized properly. This includes adopting clear strategies, especially in the field of natural sports, which are a strength for Algeria with its current natural resources and infrastructure (world-class stadiums, specialized halls, Olympic pools, new hotels, roads, and transportation). Algeria has hosted continental competitions like the Mediterranean Games (Oran 2022), the African Nations Championship (CHAN), among others. Therefore, the necessity to upgrade and develop tourism capabilities becomes one of the basic demands for the economic and social development of communities, environmentally, and even culturally.

In addition, cultural involvement in sustainable development policies is vital for enhancing cultural heritage and utilizing its economic value. Developing and qualifying the cultural infrastructure of the country, as well as providing job opportunities, reviving traditional professions and crafts, protecting cultural heritage, are all key aspects. (Ben Malek, 2019).

Given that the violet economy is one of the development models adopted by many countries through the use of culture to reconcile economic development and sustainability, by promoting the development and enrichment of cultural environments and integrating the cultural dimension into sustainable development policies, the importance of sports tourism in promoting tourism and revitalizing its movement within and outside the country has increased. It represents one of the most prominent social, environmental, cultural, and economic phenomena, even becoming the latest industry due to what it achieves in terms of flows and revenues, directly or indirectly, for its connection to several economic, social, and cultural sectors. This has led us to pose the following question:

1-1-Main Question:

- What is the degree of reliance on sports tourism as a modern strategy in developing dimensions of the purple economy from the perspective of stakeholders in the youth, sports, culture, and tourism sectors?

Subsidiary questions stemming from it:

- Is there a statistically significant degree of reliance on sports tourism in economic development?
- Is there a statistically significant degree of reliance on sports tourism in social development?
- Is there a statistically significant degree of reliance on sports tourism in environmental development?
- Is there a statistically significant degree of reliance on sports tourism in cultural development?

2-Study Hypotheses:

2-1-General Hypothesis:

- There exists a moderately clear strategy for the adoption of sports tourism as a modern strategy in developing dimensions of the purple economy from the perspective of stakeholders in the youth, sports, culture, and tourism sectors.

2-2-Specific Hypotheses:

1. There is a high degree of reliance on sports tourism as a modern strategy in developing the economic dimension from the perspective of stakeholders in the youth, sports, culture, and tourism sectors.

2. There is a high degree of reliance on sports tourism as a modern strategy in developing the social dimension from the perspective of stakeholders in the youth, sports, culture, and tourism sectors.

- There is a high degree of reliance on sports tourism as a modern strategy in developing the environmental dimension from the perspective of stakeholders in the youth, sports, culture, and tourism sectors.

- There is a high degree of reliance on sports tourism as a modern strategy in developing the cultural dimension from the perspective of stakeholders in the youth, sports, culture, and tourism sectors.

3-The Importance of the Study:

The significance of the study lies in diagnosing and determining the importance of sports tourism in diversifying the national income of most major countries. This is attributed to the attention given to the social aspect, as sports tourism is a new social phenomenon that can be widely observed through sporting events and championships. Additionally, there's the cultural aspect, as tourism is used as an important tool in promoting the local culture of the host country for these various sporting competitions, which hasn't been sufficiently highlighted. Therefore, building a strategy for sports tourism is of great importance in enhancing it, providing attractions, supporting and developing available resources, which are essential for its impact on increasing tourist attraction. Furthermore, the subject is related to the purple economy, which in itself is a modern type of sustainable economy through the use and preservation of local resources.

The study appreciates its importance in the real direction of the Algerian state to adopt ways to move away from economic dependency and the revenues of a single sector represented by oil. Ultimately, it aims to highlight the importance of the study's topic in various factors that work on developing other sectors (tourism, sports, and culture) to achieve sustainable economic development that combines its different dimensions with a cultural footprint, which is the desired purpose of the purple economy.

4-Study Objectives:

- Attempt to understand the degree of reliance on sports tourism as a modern strategy in developing dimensions of the purple economy.

- Identify the degree of implementation of procedures followed in the sports tourism strategy for developing dimensions of the purple economy (economic dimension, social dimension, environmental dimension, and most importantly, the cultural dimension) within Algerian institutions.

Previous Studies:

5-1. A study by Boubaker Ibrahim Ben Abdelkarim (2022) titled "Developing Tourism through Sports from the Perspective of Workers in the Tourism and Sports Sectors"

The study aimed to identify the current situation and prospects of tourism and sports in the economy of Tunisia, considering that the latter is a social, educational, cultural, and civilizational phenomenon that embodies the social and cultural system of society. The researcher used a descriptive method, and the study sample consisted of 50 workers in the tourism and sports sectors, 50 students studying tourism and sports, and 50 facilitators working in the private sector in hotels and private associations. The data collection tool was a questionnaire. Among the most important findings were the necessity of providing various framing factors and diversifying tourist activities with attractions, integrating tourism with sports through direct sporting activities in tourism, disseminating advertisements about the value of sports and the importance of the relationship

between the two sectors, and utilizing sporting events for tourist promotion, given the positive attitudes towards sports.

5-2. A study by Ammar Ben Malik (2019) titled "The Contribution of Sports Tourism in Achieving Dimensions of the Purple Economy - The Case of the 2018 World Cup in Russia"

It aimed to highlight the contribution of sports tourism in achieving dimensions of the purple economy in Russia after hosting the 2018 World Cup. The study found significant improvements in both the gross domestic product (GDP) and individual income, a decrease in unemployment rates, a 20% increase in the growth rate of the tourism sector, environmental improvements such as an increase in green spaces and recreational areas, the production of eco-friendly goods and services, and a reduction in CO2 emissions by approximately 11.15%. Additionally, social and cultural dimensions were achieved through the revitalization of Russian heritage, both tangible and intangible, along with an increase in the cultural activity index of the country.

5-3. A study by Oulbani Saad (2017) titled "Sports Tourism Strategic Planning for Algerian Economic Development". The study aimed to propose sports tourism as a tourism strategy for national economic development. It was an analytical and critical study of data and obstacles, concluding that sports tourism is a sector that can contribute to the development of other sectors. However, the main challenge lies in giving it an appropriate place in Algeria, as the journey is still at its beginning. Achieving the goal is not impossible, as continuous efforts and serious intentions are combined with human, material, and cultural potentials abundant in Algeria.

Regarding our current study, the scientific gap lies in the degree of reliance on sports tourism as a modern strategy in developing dimensions of the purple economy from the perspective of those responsible for the youth, sports, tourism, and cultural sectors in the province of Bordj Bou Arreridj, Algeria. They are the direct stakeholders in promoting sports tourism, which contributes to sustainable development with a cultural imprint, allowing the country to generate high revenues, economic diversification, and improve the cultural characteristics of each province nationwide.

Concepts and Terminologies:

6-1 Sports Tourism:

- **Linguistically:** It is the temporary transfer of an individual from their usual place of residence to another country for the purpose of participating in or attending sports competitions and associated activities. (Samir Al-Maidani, 2005, p. 13)

- **Terminologically:** It is the movement from the usual place of residence to witness or participate in organized sports events or to engage in sports activities freely, or it may involve visiting a specific sports landmark. (Patrick Bouchet, 2009, p. 64)

- **Procedurally:** It refers to traveling to a country to engage in a specific type of sport, either because it is only available in that country or because of the desire to visit that country primarily for tourism purposes and secondarily to play and practice the required sport in the same country.

6-2 Purple Economy:

- **Terminologically:** It is a new approach proposed in 2011, with its authenticity lying in presenting the cultural dimension not as an isolated sector from other sectors, but as a foundation and environment that encompasses all human activities, especially economic activities. The color purple was chosen because it represents culture, imagination, and symbolism. (Gouadain, 2014, p. 2)

- It is also defined as an economy that adapts to human diversity in the era of globalization, relying on the cultural dimension to valorize goods and services. (Belbicheur Fouzia et al., 2020, p. 234)

- **Procedurally:** In our study, we refer to the purple economy as an economic field that contributes to sustainable development by valorizing the cultural return of goods and services provided through events, sports activities, and marketing of customs and traditions. It focuses on the cultural dimension and emphasizes considering the cultural aspect linked with the three dimensions of sustainable development: economic, social, and environmental.

6-3 Dimensions of Sustainable Development:

- **Terminologically:** The term "dimension" refers to observations or remarks made in the margins or at the bottom of a handwritten or printed text.
- **Procedurally:** It refers to renewable and sustainable development prospects.

6-4 Economic Dimension:

- **Terminologically:** This dimension focuses on maximizing societal welfare through achieving economic efficiency by optimally utilizing natural resources.
- **Procedurally:** It involves effective strategies to increase the allocation of resources necessary for developing specific sports tourism areas related to local, continental, or international sporting events with favorable natural and climatic conditions.

6-5 Social Dimension:

- **Terminologically:** This dimension deals with the interrelationship between nature and humans, aiming to achieve well-being and improve welfare by ensuring social justice in areas such as access to healthcare and education, setting safety standards, respecting human rights, developing diverse cultures, promoting diversity and pluralism, and actively participating in decision-making. (Baddawi, 2005, p. 113)
- **Procedurally:** Sports tourism contributes to fostering citizens' sense of belonging to their country and increases opportunities for sports and cultural exchanges between the organized community and visitors.

6-6 Environmental Dimension:

- **Terminologically:** This strategic dimension outlines the strategies that must be established and respected in the field of manufacturing to optimally manage natural capital instead of wasting it and depleting it irrationally, without affecting the environmental balance. This involves controlling resource usage, employing techniques to control waste production, pollutants, and transitioning society to the era of clean industries. To achieve a clean industry, the following steps are necessary. (Sardar, 2012, p. 33)
- **Procedurally:** Sports tourism helps establish parks and works towards conserving and protecting the environment from pollution, increasing environmental awareness among members of the community hosting the event.

6-7 Cultural Dimension:

- **Terminologically:** It refers to the existence of diverse cultures in the world, a society, or a specific institution. Cultural diversity, as a collection of diverse cultures, is the opposite of cultural uniformity.
- **Procedurally:** The cultural dimension helps create an atmosphere of convergence between social classes and elevates their cultural values.

1- Methodological Approaches:

1-1. Study Method:

We adopted the descriptive-analytical method as it is suitable for the subject of the study.

1-2. Study Population:

The study population consists of all institutions and entities affiliated with the sectors of youth, sports, tourism, and culture in the province of Bordj Bou Arreridj, totaling (92) individuals in the Directorate of Youth and Sports, (62) individuals in the Sports Complex Directorate, (53) individuals in the Directorate of Youth Institutions, (38) individuals in the Directorate of Tourism and Traditional Industry, and (41) individuals in the Directorate of Culture for Bordj Bou Arreridj province. The study was conducted on administrators in the aforementioned institutions, and based on this data, we can determine the research sample.

1-3-1. Study Sample:

The researchers used a purposive random sample selection method that suits the study's subject and characteristics. The primary study sample comprised (90) individuals from the institutions affiliated with the youth, sports, tourism, and culture sectors, including (8) administrators from the

Directorate of Youth and Sports, (8) administrators from the Sports Complex Directorate, (8) administrators from the Directorate of Youth Institutions, (24) administrators from the Directorate of Tourism, and (24) administrators from the Directorate of Culture. They represent a percentage of (33.56%) of the total population of the study community responsible for the management and administration of the institutions. All questionnaires were retrieved, analyzed, and found to be valid and completed.

1-4. Study Fields:

- Human Field: Our study included executives from the youth, sports, culture, and tourism sectors.

- Time Frame: This study was conducted from November 4, 2023, to February 28, 2024.

- Geographic Scope: This study was applied in various sectors: Directorate of Youth and Sports, Directorate of Youth Institutions, Sports Complex Directorate, Directorate of Culture, and Directorate of Tourism and Traditional Industry for Bordj Bou Arreridj province.

1-5. Study Instrument:

The researchers relied on a questionnaire after conducting a pilot study, considering it the most suitable tool for this study. After reviewing numerous questionnaires from theoretical studies and literature, we prepared the final questionnaire. The questionnaire focused on the adoption of sports tourism as a modern strategy for developing the dimensions of the purple economy, consisting of (20) statements divided into four dimensions.

- Dimension One: Adoption of sports tourism in developing the economic dimension, consisting of (5) statements.

- Dimension Two: Adoption of sports tourism in developing the social dimension, consisting of (5) statements.

- Dimension Three: Adoption of sports tourism in developing the environmental dimension, consisting of (5) statements.

- Dimension Four: Adoption of sports tourism in developing the cultural dimension, consisting of (5) statements.

The researchers used a Likert scale in the questionnaire and asked the respondents to indicate their level of agreement with these statements.

1-6. Psychometric Characteristics:

To ensure the reliability and validity of the data collection tool, a questionnaire was distributed in its final form to a sample of 16 individuals from the total staff of the youth, sports, tourism, and culture sectors. Subsequently, the researchers ensured the reliability and validity of the questionnaire as follows:

The following tables illustrate the internal consistency reliability of the questionnaire items:

5-2-1 Internal Consistency between Items of the Dimension of Adopting Sports Tourism in Developing the Economic Dimension of the Violet Economy and the Total Score Obtained in this Dimension:

Through the obtained results, it appears that the correlation coefficients between each item of the dimension "Adopting Sports Tourism in Developing the Economic Dimension for Sustainable Development" and the total score of its items range from (0.767 – 0.869), and they are significant at the 0.05 level. Thus, the items of the first dimension are considered valid for measurement.

5-2-2 Internal Consistency between Items of the Dimension of Adopting Sports Tourism in Developing the Social Dimension of the Violet Economy and the Total Score Obtained in this Dimension:

The results show that the correlation coefficients between each item of the dimension "Adopting Sports Tourism in Developing the Social Dimension for the Violet Economy" and the total score of its items range from (0.733 – 0.849), and they are significant at the 0.05 level. Therefore, the items of the second dimension are considered valid for measurement.

5-2-3 Internal Consistency between Items of the Dimension of Adopting Sports Tourism in Developing the Environmental Dimension of the Violet Economy and the Total Score Obtained in this Dimension:

According to the obtained results, the correlation coefficients between each item of the dimension "Adopting Sports Tourism in Developing the Environmental Dimension for the Violet Economy" and the total score of its items range from (0.722 – 0.802), and they are significant at the 0.05 level. Thus, the items of the third dimension are considered valid for measurement.

5-2-4 Internal Consistency between Items of the Dimension of Adopting Sports Tourism in Developing the Cultural Dimension of the Violet Economy and the Total Score Obtained in this Dimension:

The results indicate that the correlation coefficients between each item of the dimension "Adopting Sports Tourism in Developing the Cultural Dimension for the Violet Economy" and the total score of its items range from (0.712 – 0.778), and they are significant at the 0.05 level. Hence, the items of the fourth dimension are considered valid for measurement.

6- Reliability of the Tool:

The researchers measured its reliability using Cronbach's α coefficient.

The following table illustrates the results obtained for the questionnaire dimensions using Cronbach's α reliability coefficient.

The questionnaire dimensions	Number of Items	Cronbach's α
Adoption of sports tourism in developing the economic dimension	05	0.814
Adoption of sports tourism in developing the social dimension	05	0.743
Adoption of sports tourism in developing the environmental dimension	05	0.808
Adoption of sports tourism in developing the cultural dimension	05	0.834
Overall questionnaire	20	0.799

Table (01): Cronbach's Alpha Coefficient for the Questionnaire on the Adoption of Sports Tourism in Developing Purple Economy Dimensions.

The table above indicates that all reliability coefficients are high and statistically significant at the 0.05 level. The values of these coefficients varied from one dimension to another. The highest coefficient was found in the dimension of "Adoption of sports tourism in developing the cultural dimension" at 0.834, while the lowest was in the dimension of "Adoption of sports tourism in developing the social dimension" at 0.743. Furthermore, the overall reliability coefficient for the study questionnaire was 0.799, indicating high reliability and statistical significance at the 0.05 level. This suggests the potential stability of the results obtained using the questionnaire.

Based on the results obtained using Cronbach's Alpha coefficient and referring to Table (14), the questionnaire can be considered to have high reliability and can be used effectively in our study.

1-5-Statistical Analysis and Examination Methods:

- Pearson correlation coefficient- Spearman-Brown correlation coefficient- Cronbach's Alpha coefficient- Mean- Standard deviation- Percentages using the statistical package SPSS22.

2-Presentation of Results and Interpretation:

First: Presentation and Analysis of the Questionnaire Results:

1- Presentation and analysis of the results related to answering the first question: "To what extent does sports tourism contribute to the economic dimension?" The frequencies, percentages, means, and standard deviations of all items related to the economic dimension axis were calculated

to determine the degree of agreement among the sample individuals on this axis. The results are presented in the table.

Frequency Approval Degree	Mean			Standard Deviation	Acceptance Level	Rank	Frequency Approval Degree
	Statement	Agree	Partially Agree				
First	42	29	19	2.35	0.742	Moderate	1
	51.47 %	32.35%	16.18%				
Second	37	30	23	2.22	0.783	Moderate	3
	44.12 %	33.82%	20%				
Third	37	25	28	2.14	0.844	Moderate	4
	44.12 %	26.47%	29.41%				
Fourth	37	35	18	2.29	0.708	Moderate	2
	44.12 %	41.18%	14.71%				
Fifth	29	25	36	1.99	0.852	Moderate	5
	32 35 %	26.47 %	41.18 %				
Total Degree for the Economic Dimension Axis				2.19	0.785	Moderate	

Table No. (02): Distribution of Statements for the Axis of Developing Sports Tourism in Economic Dimension According to Mean Values and Standard Deviations with Explanation of Descending Rank of Means

1-1: Analysis of Statements in the First Axis: "Adoption of Sports Tourism in Economic Development"

Based on Table No. (01) and according to the mean values and standard deviations, we can determine the degree of adoption of sports tourism in economic development for sustainable development from the perspective of participants who responded to this questionnaire from various directorates: the Directorate of Youth and Sports, the Directorate of Tourism, the Multisport Complex Directorate, and the Directorate of the Youth Foundation. Each statement of this axis, and accordingly, the statements with high impact levels were found in statement number (01).

As for statements (02/03/04/05), they obtained moderate mean values.

It is noteworthy from the mean values and standard deviations of the study sample's responses regarding the adoption of sports tourism in economic development that the highest mean value was (2.35), obtained by statement number (10), which states "You rely on strategic plans to increase the allocation of necessary resources for the development of special tourist areas related to local, continental, and international sporting events that have good natural and climatic advantages."

From this, we conclude that the level of adoption of sports tourism as a strategy in the economic development of the violet economy is moderate from the perspective of administrators in the sports, tourism, and culture sectors in Bordj Bou Ariridj.

2- Presentation and Analysis of Results Related to the Second Question: "To What Extent Does Sports Tourism Contribute to the Social Dimension of the Violet Economy's Development?"

The frequencies, percentages, mean values, and standard deviations for all statements regarding the axis of adopting sports tourism in the development of the social dimension were calculated to understand the degree of agreement of the sample individuals on this axis. The results are presented in the following table:

Frequency	Approval Degree			Mean	Standard Deviation	Acceptance Level	Rank
Statement	Agree	Partially agree	Disagree				
First	47	23	20	2,41	0,771	High	04
	58,82 %	23,53%	17,65%				
Second	46	26	18	2,42	0,733	High	02
	57,35 %	27,94%	14,71%				
Third	48	22	20	2,42	0,773	High	03
	60,29 %	22,06%	17,65%				
Fourth	43	27	19	2,38	0,748	High	05
	54,41 %	29,41%	16,18%				
Fifth	48	23	19	2,44	0,755	High	01
	60,29 %	23,53%	16,18%				
Total				2.41	0.756	High	

Table No. (03): Distribution of Statements of the Axis of Adopting Sports Tourism in Developing the Social Dimension According to the Mean Values and Standard Deviations with Explanation of Descending Order of Means.

2-1: Analysis of Statements of the Second Axis: "Adopting Sports Tourism in Developing the Social Dimension"

It can be observed from the mean values and standard deviations of the responses of the study sample on the axis of adopting sports tourism in developing the social dimension that its statements have been arranged in Table No. (03) in descending order from highest to lowest based on the mean value obtained for each statement. In case of equal mean values, the ranking is based on the lower standard deviations for each statement. The statement with the highest mean value was (2.44), obtained by the statement "Sports tourism works to raise awareness among wide segments of society." Statements (02/03/01/04) obtained high mean values.

Through **Table No. (03)** and based on the mean values and standard deviations, we were able to determine the degree of adopting sports tourism in developing the social dimension from the perspective of the participants from the various mentioned directorates for each statement of this axis. Thus, the statements with higher than average impact levels, and with mean values above the theoretical average for the statement, with an average score of (2.44), indicate a high level of adoption of sports tourism in developing the social dimension.

3- Presentation and Analysis of Results Related to Answering the Third Question: "What is the degree of adopting sports tourism in developing the environmental dimension?"

The frequencies, percentages, mean values, and standard deviations were calculated for all statements of the axis of adopting sports tourism in developing the environmental dimension to

understand the extent of agreement of the sample individuals on this axis. The results are presented in the following table:

Frequency	Level of Agreement			Mean	Standard Deviation	Acceptance Level	Ranking
	Agree	Somewhat Agree	Disagree				
First	45	26	19	2,39	0,750	High	1
	55,88%	27,94%	16,18%				
Second	44	26	20	2,36	0,765	High	2
	%55.41	27,94%	17,65%				
Third	40	34	16	2,36	0,683	High	3
	48,53%	39,71%	11,76%				
Fourth	38	32	20	2,27	0,744	High	5
	45,59%	36,76%	17,65%				
Fifth	36	39	15	2,32	0,651	Moderate	4
	42,65%	47,06%	10,29%				
Total Average Score for the Questionnaire				2.34	0.718	High	

Table No. (04): Distribution of Statements of the Axis of Adopting Sports Tourism in Developing the Environmental Dimension According to Mean Values and Standard Deviations, with Explanation of Ranking Based on Means

3-1: Analysis of the Third Axis Statements: "Adopting Sports Tourism in Developing the Environmental Dimension"

Upon examining the mean values and standard deviations of respondents' answers regarding the axis of adopting sports tourism in developing the environmental dimension, the statements have been arranged in Table No. (04) in descending order based on the mean value obtained for each statement. In case of equal mean values, the ranking is determined by the lower standard deviation for each statement.

The highest mean value was (2.39), obtained by the statement "Sports tourism helps in establishing parks and works on preserving and protecting the environment from pollution." Statements number (02/03/05/04) achieved high mean values.

Through Table No. (04) and based on the mean values and standard deviations, we can determine the degree of reliance on sports tourism in achieving the environmental dimension from the perspective of the participants from various mentioned directorates in each statement of this axis. Thus, the statements with a high level of impact and higher than the theoretical average of the statement with an average calculated at (2.39) for the axis of adopting sports tourism in developing the environmental dimension.

4- Presentation and Analysis of Results Related to Answering the Fourth Question: "To What Extent Does Sports Tourism Depend on Developing the Cultural Dimension of the Purple Economy?"

The frequencies, percentages, mean values, and standard deviations for all statements of the axis of adopting sports tourism in developing the cultural dimension have been calculated to understand the extent of agreement among the sample individuals on this axis. The results are presented in the following table:

Frequency	Level of Agreement			Mean	Standard Deviation	Acceptance Level	Ranking
	Agree	Somewhat Agree	Disagree				
First	49	27	14	2.52	0.652	High	2
	61,76%	29,41%	8,82%				
Second	43	29	17	2.41	0.711	High	3
	54,41%	32,35%	13,24%				
Third	54	18	18	2.55	0.735	High	1
	70,59%	14,71%	14,71%				
Fourth	45	24	21	2.36	0.784	High	4
	55,88%	25%	19,12%				
Fifth	31	37	22	2.14	0.732	Moderate	5
	35,29%	44,12%	20,59%				
Total				2.34	0.718	High	

Number (05): Distribution of statements for the axis of adopting sports tourism in developing the cultural dimension with descending order:

4-1: Analysis of the fourth axis statements: "Adopting sports tourism as a strategy in developing the cultural dimension"

From the arithmetic means and standard deviations of the responses of the study sample on the axis of adopting sports tourism in developing the cultural dimension, the statements were arranged in Table (05) in descending order from highest to lowest according to the arithmetic mean obtained for each statement. In case of equality in the arithmetic means, the order is based on the lowest standard deviations for each statement. The statement with the highest arithmetic mean was (2.55), which was obtained for the statement "Sports tourism encourages the preservation of the country's cultural heritage." As for statements numbered (01/02/04/05), they obtained high arithmetic means.

Through Table (05) and based on the arithmetic means and standard deviations, we were able to determine the degree of reliance on sports tourism in developing the cultural dimension from the perspective of the participants from the various directorates mentioned above for each statement of this axis. Accordingly, the statements with high impact levels and arithmetic means higher than the theoretical mean of the statement with an arithmetic mean of (2.55) for the axis of adopting sports tourism in developing the cultural dimension.

5-1: Presentation and analysis of results related to the general question: "To what extent does sports tourism rely as a modern strategy in developing the dimensions of the purple economy?"

Axis No	Dimension	Arithmetic Mean	Standard Deviation	Acceptance Level	Ranking
01	Economic Dimension	2.19	0.785	Average	1
02	Cultural Dimension	2.41	0.756	High	2
03	Environmental Dimension	2.34	0.718	High	3
04	Social Dimension	2.34	0.718	High	
Overall Axis of Purple Economy Dimensions		2.32	0.744	Average	

Table (06) illustrates the distribution of the dimensions of the tool measuring the adoption of sports tourism in developing the dimensions of the purple economy according to the values of the mean, standard deviation, with an explanation of the descending order of the means.

The adoption of sports tourism as a modern strategy contributes to the development of the dimensions of the purple economy to a moderate extent from the perspective of the sports sector and the Directorate of Tourism and Culture in the province of Bordj Bou Arreridj.

Secondly: Discussion and interpretation of the results in light of the hypotheses:

1- Discussion and interpretation of the results of the first hypothesis:

Through presenting the results of the first axis of the questionnaire directed to the administrators working in sports institutions and the Directorate of Tourism and the Directorate of Culture for the province of Bordj Bou Arreridj, formulated as follows: "There is a moderate degree of adoption of sports tourism as a modern strategy in developing the economic dimension from the perspective of officials in the youth, sports, culture, and tourism sectors."

The researchers interpret the reason for the economic dimension of the purple economy obtaining a moderate degree of agreement from the study sample to be attributed to the reliance on strategic plans to increase the allocation of resources necessary for the development of specialized tourist areas related to local, continental, or international sports events that enjoy good natural and climatic advantages. In addition, the contribution of supervisory authorities and various sectors in stimulating local and foreign private sector investment in tourism in these areas is not sufficient, with no clear instructions overseeing the effective participation of all stakeholders in the sports tourism field, which would multiply new job opportunities by integrating with other economic sectors. There is a lack of suitability of current strategies to increase investments in these industries by adding new production lines, and the simple awareness of the supervisory bodies of the profits generated by sports tourism for the country's treasury, which surpasses the returns from other sectors (industry, agriculture, trade...).

Thus, to achieve the economic dimension of the purple economy, it is necessary for the Algerian state to host sports events and activities while supporting its sports sector, by supporting sports institutions. This can be achieved by establishing specialized institutions dedicated to sports tourism, consisting of active experts in the tourism sector, and working on providing the necessary infrastructure to host sports events.

This indicates that there is a moderate degree of adoption of sports tourism as a modern strategy in developing the economic dimension from the perspective of officials in the youth, sports, culture, and tourism sectors. This confirms the validity of **the first hypothesis**.

Our current study aligns with the study conducted by **Triki El Arabi (2017)**, which aimed to "clarify the economic impact of hosting sports events on the tourism sector through optimal human resource management and training of workers to effectively receive tourists attending events and achieve the desired economic benefits of sports events."

2- Discussion and interpretation of the results of the second hypothesis:

Through presenting the results of the second axis of the questionnaire directed to administrators working in sports institutions and the Directorate of Tourism for the Soukahrhas province, formulated as follows: "There is a high degree of adoption of sports tourism as a modern strategy in developing the social dimension from the perspective of officials in the youth, sports, culture, and tourism sectors."

The researchers interpret the reason for the social dimension of the purple economy obtaining a high degree of agreement from the study sample to be attributed to the fact that sports tourism helps in developing public places and services in the country. Sports tourism also works on creating and providing recreational facilities and services for citizens alongside visitors. Additionally, it works on enhancing the sense of belonging among citizens to their homeland, as sports tourism increases opportunities for sports and cultural exchange between the organized community and visitors. From this, it is inferred that to achieve the social dimension of sustainable development, it is necessary to establish a positive relationship between nature and humans and achieve well-being by improving social justice in areas such as access to health and education services, setting security standards,

respecting human rights, developing different cultures, diversity, and active participation in decision-making.

Regarding sports from a tourism perspective, it satisfies individuals' desires and makes them frequent places that fulfill these desires, extending their stay duration. As a result, opportunities for international understanding and global peace are achieved. Samir Achref El Medany (2004) confirms that "both tourism and sports share a common goal of attracting different peoples of the world to meet in various and different beloved places and almost to reconcile viewpoints and break the rigidity between peoples, thus achieving development for the social dimension."

This means that there is a **high degree** of adoption of sports tourism as a modern strategy in developing the social dimension from the perspective of officials in the youth, sports, culture, and tourism sectors. This confirms the validity of **the second hypothesis**.

Our study results also agree with the study conducted by Oulbani Souad (2018), which concluded "that Algeria has great tourism potential, but the lack of focus on sports tourism during the developmental process prevents its utilization and understanding its components locally and internationally."

3- Discussion and interpretation of the results of the third hypothesis:

Through presenting the results of the third axis of the questionnaire directed to administrators working in sports institutions, the Directorate of Tourism, and the Directorate of Culture, formulated as follows: "There is a high degree of adoption of sports tourism as a modern strategy in developing the environmental dimension from the perspective of officials in the youth, sports, culture, and tourism sectors."

The researchers interpret the reason for the environmental dimension of the purple economy obtaining a high degree of agreement from the study sample to be attributed to the fact that sports tourism helps in establishing parks and works on conserving and protecting the environment from pollution. This is achieved through increasing environmental awareness among members of the host community for sports events. Additionally, sports tourism encourages both companies and institutions providing various goods and services to ensure that these products are environmentally friendly. Sports tourism plays a role in achieving ecological balance and environmental protection by creating policies, commitments, and action plans to prevent pollution (of land, air, and water) from sporting activities. This means that there is a **high degree** of adoption of sports tourism as a modern strategy in developing the environmental dimension from the perspective of officials in the youth, sports, culture, and tourism sectors. This confirms the validity of **the third hypothesis**.

Our study results also align with the study conducted by **Bouafia Aalia and Amina Djaballah (2019)**, which concluded "that Algeria's efforts in developing the tourism sector have been modest, calling for a serious reconsideration and deeper reforms to achieve sustainable tourism development. These reforms should address all aspects of sustainable development, especially the environmental dimension, as well as activating environmental oversight over institutions and individuals, which will have a positive impact on tourism and consequently the national economy."

4- Discussion and interpretation of the results of the fourth hypothesis:

Through presenting the results of the fourth axis of the questionnaire directed to administrators working in sports institutions, the Directorate of Tourism, and the Directorate of Culture in the province of Bordj Bou Arreridj, formulated as follows: "There is a high degree of adoption of sports tourism as a modern strategy in developing the cultural dimension from the perspective of officials in the youth, sports, culture, and tourism sectors."

We interpret the reason for the cultural dimension of the purple economy obtaining a high degree of agreement from the study sample to be attributed to the fact that sports tourism contributes to creating an atmosphere of convergence among social classes. Additionally, sports tourism increases the convergence between local individuals and foreigners. It also encourages the preservation of the

country's cultural heritage, as sports tourism works to elevate cultural values. Finally, institutions sponsoring sports tourism produce goods and services with a local cultural imprint.

This means that there is a **high degree** of adoption of sports tourism as a modern strategy in developing the cultural dimension of the purple economy from the perspective of officials in the youth, sports, culture, and tourism sectors. This confirms the validity of **the fourth hypothesis**.

Ibrahim Abdel Maksoud (2004, p. 263) asserts that "both tourism and sports share a common goal, which they both seek to achieve: attracting individuals from different cultures to mingle and get acquainted with the customs and traditions of the country, while also providing recreation." Therefore, we believe it is necessary for society to enjoy cultural tourism, which positively impacts the sports tourism sector itself. Additionally, the environment plays a crucial role in improving the country's tourism image, thus achieving sustainable development in the cultural dimension. Our current study aligns with Moda Ahmed Mohammed's study (2018), which found that "tourism has a role in social and developmental change in Sudan - the case of Port Sudan - highlighting that tourism influences individuals' culture and interest in cultural heritage."

This notion is further reinforced by the study conducted by **Bouafia Alia (2019)**, which emphasized the importance of implementing all aspects outlined in the main plan for tourism development by 2025 (SDAT) with effective monitoring to ensure compliance and successful execution within the specified timeframe. Utilizing the old villages, known in Algerian culture as "Adshara," to achieve tourism expansion by integrating their inhabitants into tourism activities after restoration and renovation while preserving their original simple and historical character, benefits both the villagers and promotes our diverse culture and history.

5. Interpreting the results of the general hypothesis:

It is evident that there is a moderately clear strategy for adopting sports tourism as a modern strategy in developing the dimensions of the purple economy. This reflects the significance of the purple economy and the role of sports tourism within it. The purple economy represents a new type of sustainable economy, focusing on the cultural dimensions of society and aiming to restore economic and political balance based on the domestic environment and the cultural imprint of the state. This economy includes reliance on local goods and services and the development of sectoral interconnections with a focus on the local cultural dimension.

Sports tourism seeks to achieve sustainable development dimensions by linking the cultural dimension to economic, social, and environmental aspects. Consequently, it promotes economic growth by attracting tourists, providing local economic opportunities, and enhancing commercial activity. It also contributes to social interaction and cultural understanding among different peoples.

Our study aligns with **Ammar Ben Malek's (2019)** research, which examined the contribution of sports tourism to boosting the purple economy in Russia after hosting the 2018 FIFA World Cup. This event played a significant role in stimulating economic growth and enhancing the country's positive image internationally.

General Conclusions:

First Hypothesis: There is a moderate level of adoption of sports tourism as a modern strategy in developing the economic dimension from the perspective of officials in the youth, sports, culture, and tourism sectors.

Based on the results obtained from Table (02), it is evident that the contribution of sports tourism to achieving the economic dimension is moderate according to the administrators in the youth, sports, and tourism sectors, with a mean score of 2.19 and a standard deviation of 0.785.

Second Hypothesis: There is a high level of adoption of sports tourism as a modern strategy in developing the social dimension from the perspective of officials in the youth, sports, culture, and tourism sectors.

From the results in **Table (03)**, it is evident that the impact of sports tourism on the social dimension of the purple economy development is high, with a mean score of 2.41 and a standard deviation of 0.756.

Third Hypothesis: There is a high level of adoption of sports tourism as a modern strategy in developing the environmental dimension from the perspective of officials in the youth, sports, culture, and tourism sectors.

According to the results in Table (04), the impact of sports tourism on the environmental dimension of the purple economy development is high, with a mean score of 2.34 and a standard deviation of 0.718.

Fourth Hypothesis: There is a high level of adoption of sports tourism as a modern strategy in developing the cultural dimension from the perspective of officials in the youth, sports, culture, and tourism sectors.

Based on the results in Table (05), it is evident that the impact of sports tourism on the cultural dimension of the purple economy development is high, with a mean score of 2.34 and a standard deviation of 0.718.

Suggestions:

In light of the results obtained from this study, there are several suggestions that we believe can contribute to the advancement of sports tourism on one hand and the development of the purple economy dimensions on the other hand. These suggestions aim to create mechanisms for realizing strategic visions in the field of sports tourism and finding ways to implement the purple economy dimensions in our sports institutions in collaboration with the tourism and culture directorates, aligning with the ambitious strategies of Algerian policy in this field:

1. Creating distinctive tourist and sports villages and recreational complexes:** Establishing tourist destinations that provide visitors with all means of entertainment and comfort while considering cost-effectiveness.
2. Focusing on simplicity in desired tourism expansion:** Emphasizing simplicity in tourism expansion efforts can reduce costs and give a unique advantage to tourist attractions in the region, making them strong tourist attractions.
3. Encouraging youth and students in sports, tourism, and culture institutes to invest in sports tourism:This can be achieved by establishing small and medium enterprises and providing interest-free offers and administrative facilitations, especially in areas with stunning and pristine natural landscapes.
4. Raising tourist awareness in universities and among all segments of society:** This can be achieved through educational and promotional programs highlighting the importance of sustainable tourism and its positive present and future impacts, along with offering incentives for those contributing to its realization regardless of their status.
5. Focusing on sports tourism within the developmental path:** Integrating sports tourism into the economic, social, environmental, and cultural dimensions of development, leveraging its potential to contribute to the development of other sectors.

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