

## Evaluation of recreational sports services in the role of the Egyptian Armed Forces

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### The Introduction

Also, good service does not come by chance, as it must be well planned and managed, starting from designing the service to providing it, and then maintaining a high level of efficiency to guaranteeing the quality of services. (3:88)

pointsAhmed Abu Bakr (2003 AD) that the opinions agreed that the service is the intangible benefits that service organizations provide to their customers and that the characteristics of the service can be highlighted in its being intangible, the impossibility of stereotyping or homogeneity, the lack of separation between service production and consumption and the inability to store.(1:49)

Thabet Abdel Rahman Idris (2005) believes that defining the distinguishing characteristics of the service provision process is considered a basic entry point when addressing the issue of quality in service institutions and organizations, because the lack of tangibility in the service makes it difficult when measuring the level of quality of service provided, given that judging the quality of this The intangible aspect of the service depends to a large extent on the perceptions, expectations and attitudes of the beneficiaries of the service (5: 451)

And Muhammad Khamis sees,Recreational service is everything related to how to spend free time in the optimal way of components, means, goals, activities and programs that seek to provide beneficiaries with adequate services with clear goals so that each individual is given an opportunity through which he can develop his abilities and make an effective contribution to the oldest society in various aspects.(8:12)

As Nabil Ibrahim and others point out that recreation services in free time are represented in those activities that differ from work activity. In terms of their functions, they are represented in restoring human vitality and activity again and ridding him of the monotony of work and bringing

pleasure to himself. This is for the individual. As for the community, it helps The individual has to communicate with others and interact with them, thus developing the spirit of belonging to the group, which leads to the interdependence of the members of society.(9:224)

### Research problem

sees "the researcher"wen“The success and continuity of any institution depends on the extent to which it achieves the goals for which the state was established, and therefore these institutions need a scientific tool on the basis of which they can judge the effectiveness of their activities and the processes necessary to achieve their desired goals, and determine whether there is a discrepancy or difference between the target results and the The results achieved.

As seen by the researcherwenThis research is the first study that deals with measuring the quality of recreational servicesSports in the role of the Egyptian armed forcesTherefore, this study is the starting point, which can beFor military sports apparatus and training bodyRelying on it in planning to raise the level of quality of recreational servicesSports in the role of the armed forces.

### Search objective:

The research aims to**Evaluating the level of recreational sports services in the role of the Egyptian Armed Forces**By recognizing “tangibility, trust and dependability, responsiveness, empathy”

### Previous studies:

- Walid Taha Massad Issa (2014 AD) conducted a study entitled “Marketing recreational sports services in health clubs in the Arab Republic of Egypt (an evaluation study).” The study aimed to study the current reality of marketing recreational sports services in health clubs and to develop a proposed marketing plan to market these services in health clubs. In the Arab Republic of Egypt, the researcher used the descriptive approach using the survey method. The study sample included from health clubs (63) health clubs and from the beneficiaries (1642) beneficiaries were selected by random stratified method and from the officials (275) officials, and the researcher used a questionnaire designed by him as a tool for data collection. The researcher reached to monitor many problems and shortcomings that hinder health clubs from marketing their services.
- Asma Mustafa(2014)With a study entitled The Reality of Recreational Services in Cultural Organizations in Alexandria Governorate, with the

- aim of identifying the reality of recreational services in cultural organizations in Alexandria Governorate..The researcher used the descriptive approach on a sample of (88) individualsThe most important results came in the presence of shortcomings in the dissemination of technological culture and contribution to solving some problems of society, such as illiteracy and adult education in cultural bodies, a shortcoming in the role of cultural bodies in contributing to raising the scientific and cultural level of the beneficiaries.
- Fathi Mohamed(2007) with a study entitledThe geography of services is the theoretical framework and Arab experiences, and the aim is to build a scale for aquatic recreational services, as well as to identify the customers' satisfaction with these services. The researcher used the descriptive approach on a sample of (218) individuals. Water recreation in South Sinai Governorate to achieve quality indicators.
  - Muhammad Khamis(2006)studyingtitledSatisfaction with the recreational services in the units of a special nature at Mansoura University and aimed at Identifying the extent of satisfaction with the recreational services in the units of a special nature at Mansoura University. The researcher used the descriptive approach on a sample of (112) individuals. One of the most important results was the high level of satisfaction with the characteristics and capabilities of recreational service providers, the diversity of services provided and their observance of the customs and traditions of the community, the lack of means Advertising and promotional services.
  - Tom DimbrielTom Dumbbell(2010) with a study entitled Cultural and Recreational Services in Australia, with the aim of identifying cultural and recreational services in Australia, the percentage of workers in the training industry for cultural and recreational services, and the extent of the benefit accruing to individuals practicing recreational activities.The researcher used the descriptive approach on a sample of (552) subjects, and used the questionnaire as a tool for data collectionThe researcher concluded that the most widely used cultural and recreational services in Australia are: sports services, cinema, theater, music, and other performing arts. People's satisfaction with cultural and recreational services. The impact of the emergence of computer technology on skills and competencies in some areas.
  - Houji Jill didHoge Gail(2008) with a study entitled "Providing Special Recreational Services" The study aimed to provide special recreational services to people and how to provide these services. Significant increase during the last decade, the utilization of natural resources and

human potential is limited, it is necessary to increase integrated programs with changing goals

### **Search procedures**

#### **Research Methodology :**

The researchers used the descriptive method for its relevance to the nature of the research

#### **research community :**

**The research community consists of** Those who are hesitant about the role of the Egyptian armed forces

#### **The research sample :**

The research sample was chosen randomly from those hesitating about the role of the Egyptian armed forces, and the number of the sample reached (125) individuals, and (30) individuals were used to calculate the scientific transactions of the tool “honesty.”–persistence”

#### **Data collection tools:**

The questionnaire was used as a data collection tool by following the following steps:

The researchers analyzed the available references and scientific studies specialized in the field of service with the aim of arriving at a set of scientific information and knowledge related to the research variables in order to determine the appropriate axes and phrases for them. ) A sub-phrase, and a five-point estimate was determined for the questionnaire (Fully Agree - Agree–pretty much ok–not agree–Not completely agree).

The researchers conducted some interviews with experts, numbering (7) experts from the Department of Sports Administration and Recreation, Faculty of Physical Education for Boys and Girls, Helwan University, in order to find out their opinion on the appropriateness of the axes to the subject of the study and on the nature of the phrases belonging to each axis and the style of their formulation, as well as their opinion in determining Appropriate estimation scale for the form.

**Scientific transactions:**The researchers conducted the validity and reliability of the questionnaire using the following scientific methods:

#### **1- Honesty:**

**a–content authenticity**The questionnaire was presented to a group of (7) experts (\*) in the field of sports recreation at the Faculty of Physical Education for Boys, Helwan University, to find out their opinion on the appropriateness of the axes to the subject of the study and on the nature of

the phrases belonging to each axis and the style of its formulation, as well as their opinion in determining the scale of appreciation. Appropriate form is attached to (1).

B-Internal consistency validity: The internal consistency validity was calculated by calculating the significance of the correlation coefficient between the degree of each axis and the total score of the questionnaire axes using the Pearson correlation coefficient. Pearson. Table (1) illustrates this

**Table (1)**

**The values of the correlation coefficients between the score for each item in every axis and the total score of the axis to which it belongs**

(n = 30)

The fourth dimension		The dimension the third		The dimension the second		The dimension the first	
R	M	R	M	R	M	R	M
0.576	1	0.543	1	0.586	1	0.621	1
0.452	2	0.652	2	0.729	2	0.542	2
0.408	3	0.487	3	0.461	3	0.392	3
0.578	4	0.597	4	0.569	4	0.465	4
0.655	5	0.572	5	0.445	5	0.550	5
0.593	6	0.461	6	0.610	6		
0.433	7	0.552	7	0.466	7		
0.653	8			0.484	8		
0.721	9						
0.671	10						
0.615	11						
0.430	12						

\* The tabular value of "t" at the level (0.05) = 0.361

It is clear from Table (1) that the values of the correlation coefficients for all the dimensions of the scale are statistically significant at the level (0.05), which indicates that the scale has an acceptable degree of validity.

**Table (2)**

**Correlation coefficient between the score of each axis and the total score of the questionnaire axes**

(n = 30)

link value *	number of phrases	axis name
0.741	5	<b>The first axis:</b> tangible
0.792	8	<b>The second axis:</b> trust and reliability
0.653	7	<b>The third axis:</b> response
0.649	5	<b>fourth Axis:</b> sympathy

\*Table value (t) at the level of statistical significance (0.05) = 0.361

Illustrated by Table (2) The value of the correlation between the degree of each axis and the total score of the questionnaire axes is statistically significant (0.05), which indicates the validity of the internal consistency of the questionnaire.

## 2- Stability:

The researchers set the stability using half-segmentation by means of an "alpha coefficient." Alpha For stability according to the statistical equation for each of "Cronbach's Alpha" where is the alpha coefficient. The average of the coefficients resulting from the splitting of the test into parts in different ways, and therefore it represents the correlation coefficient between any two parts of the questionnaire form, and Table (3) shows the reliability coefficient by the alpha method.

**Table (3) values of coefficient alpha For the subjects of the questionnaire (n = 30)**

link value *	number of phrases	the hub
0.772	tangibility	<b>the first</b>
0.741	Trust and reliability	<b>The second</b>
0.715	response	<b>the third</b>
0.721	sympathy	<b>the fourth</b>

It is clear from Table (3) that the values of the coefficients for stability using the "alpha" method range between (0.715, 0.772). This confirms that the questionnaire has an acceptable degree of reliability.

## search app

The questionnaire tool was applied to the basic sample during the period from 25/1/2022 to 25/2/2022, and the results of the research were unloaded for statistical treatment.

## Statistical processors:

The data was processed by the statistics program SPSS. Statistical treatments were used, and they included: Pearson's correlation coefficient to calculate the validity–Cronbach's alpha to calculate stability–Frequencies and percentages–K<sup>2</sup> test .. The researcher will accept the discussion of the results for the phrases that got 75% or more.

### Presentation and discussion of the results:

**Table (4) Frequencies, Percentages and Ca2 for the response of the research sample on the first tangible axis n(125)**

Ca2	%	Total grades estimated	I do not totally agree	I do not agree	OK to some extent	OK	totally ok	ferries	M
148.72	87.36	546	0	8	15th	25	77	The external appearance of the role is characterized by aesthetic taste	1
245.92	93.92	587	0	0	5	28	92	The interior design is attractive and good looking	2
185.92	90.08	563	0	0	20	22	83	All employees in the role at all levels appear with a distinctive and good appearance	3
206.32	91.04	569	0	5	8	25	87	There is a specific and known place for each service and the person responsible for it within the role	4
191.12	89.76	561	0	7	10	23	85	There is a specific and known place to receive complaints and inquiries related to services within the floor	5

**Ca2 value at the significance level of 0.05 = 7.82**

It is clear from the table that the first dimension phrases had a percentage ranging between (87.3%) as the lowest percentage in the first dimension phrases, while the highest percentage came (93.92%), and all K2 values were statistically significant at a significance level of 0.05 in a completely agreeable direction, as the phrases In the previous table, all of the terms of tangibility are in the following order

- The interior design of the floor is attractive and presentable
- There is a specific and known place for each service and the person responsible for it within the role
- All employees in the role at all levels appear with a distinctive and good appearance

– There is a specific and known place to receive complaints and inquiries related to services within the floor

– The external appearance of the role is characterized by aesthetic taste

Researcher finds when concreteness means showing physical facilities, equipment, appearance of individuals, and means of communication, meaning that tactility is the creation of initial impressions. In order for services to achieve their goals, they require a set of physical manifestations, and this was shown by the responses of the research sample, which indicated an interest in the role of the armed forces. Creating good impressions in terms of construction in a beautiful manner, whether external or internal design, as well as the presence of workers at different levels who are distinguished by a distinctive and good appearance, as well as interest in the presence of a specific and known place to receive complaints and inquiries related to services, which facilitates the inquiry process, as well as the presence of a specific and known place for each service. It is based on it, which keeps the activity going on a regular basis without any problems.

This is what is rights satisfaction of all those who frequent the role of the armed forces. Where Joshi Chitra refers to Joshi, Chitra (2012). To that customer satisfaction is the feeling of happiness or unhappiness as a result of comparing the perceived performance of services or products with the expected performance. (14: 18)

**Table (5) Frequencies, Percentages and Ca2 for the response of the research sample on the second axis: confidence and reliability n(125)**

Ca2	%	Total grades estimated	I do not totally agree	I do not agree	OK to some extent	OK	totally ok	ferries	M
145.92	88.48	553	0	0	10	52	63	The management of the role announces the dates of providing its recreational services appropriately	6
279.52	94.88	593	0	0	5	22	98	The role management works to provide its recreational services on time according to the announced time range	7
143.68	86.72	542	2	8	12	27	76	The role management provides safety and security factors in everything related to its recreational services	8
163.36	89.76	561	0	0	16	32	77	The role management provides specialists (trainers, administrators, supervisors and	9



								secretaries) with a high level of qualification and experience to work in the role	
179.04	90.4	565	0	0	16	28	81	The role workers solve any problem that I face as a customer	<b>10</b>
132.64	85.6	535	0	0	14	62	49	The role workers acquaint the clients with the recreational services available and which one is more appropriate for each client	<b>11</b>
192.32	91.36	571	0	0	12	30	83	Taking into account the "cognitive" factors–Mental–Experience–and physical "for clients and affecting their interaction and integration with the recreational services available	<b>12</b>
203.68	91.52	572	0	0	14	25	86	The customer chooses the recreational services that suit his desires and needs without influence or pressure from the workers in the role	<b>13</b>

**Ca2 value at the significance level of 0.05 = 7.82**

It is clear from the table that the second dimension phrases had a percentage ranging between (85.6%) as the lowest percentage in the second dimension phrases, while the highest percentage (94.8%) came and all K2 values were statistically significant at a significance level of 0.05 in a completely agreeable direction., As the statements in the previous table are all concrete terms and came in the following order

- The role management works to provide its recreational services on time according to the announced time range
- The customer chooses the recreational services that suit his desires and needs without influence or pressure from the workers in the role
- Taking into account the "cognitive - psychological - experience - and physical" factors of customers and affecting their interaction and integration with the available recreational services
- The role workers solve any problem that I face as a customer
- The role management provides specialists (trainers, administrators, supervisors and secretaries) with a high level of qualification and experience to work in the role
- The management of the role announces the dates of providing its recreational services appropriately

- The role management provides safety and security factors in everything related to its recreational services
- The role workers acquaint the clients with the recreational services available and which one is more appropriate for each client

Researcher finds that Reliability means mutual trust, honesty and justice, as the credibility it has gained. The role of the armed forces is a very important dimension in achieving service quality and highlighting the service provided in a manner appropriate to the place and ability to fulfill its obligations and commitments to those who frequent the Ha. This is done before and during the service by providing recreational services at a high level of quality, which attracts many visitors.. So the role of the armed forces works continuously to solve any problem facing the hesitant, as well as taking into account the "cognitive - psychological - experience - and physical" factors of customers and affecting their interaction and integration with the available recreational services, as well as providing recreational services on time according to the announced time range, as well as the availability of a management role. Safety and security factors in everything related to its services, as well as the use and provision of specialists (recreation specialists, trainers, administrators, supervisors and secretaries) with a high level of qualification and experience.

Researcher finds that The foregoing indicates interest in the role of the armed forces in providing recreational services that take into account the provision of specialists, as well as safety and security factors, and that are compatible with the desires and needs of all visitors.. Muhammad Khamis (2006) points out that in order for recreational services to achieve their required goals, they must be provided with a quality that fits with the expectations of its visitors and meets their needs, and this comes through searching for ways and the means to develop and improve the service in addition to the continuous evaluation.(8: 16)

**Table (6) frequencies, percentages and ca2 for the response of the research sample on the third axis, response n (125)**

Ca2	%	Total grades estimated	I do not totally agree	I do not agree	OK to some extent	OK	total ly ok	ferries	M
214.56	92	575	0	0	13	24	88	Recreational services are provided immediately and without delay	14
161.28	89.76	561	0	0	15th	34	76	The employees of the role are always ready to answer the questions of customers, each in his competence	15th
257.92	93.92	587	0	0	8	22	95	The employees in the role seek to help you solve the problems you face in obtaining the service	16
245.92	93.92	587	0	0	5	28	92	The role management has a sufficient number of workers who carry out recreational services	17
181.92	90.24	564	0	0	18	25	82	The role management is constantly developing and improving its recreational services	18
284.48	94.88	593	0	0	6	20	99	The role management works to overcome unusual and surprising situations that may occur during the provision of recreational services	19
270.96	94.4	590	0	0	7	21	97	Customers get all the entertainment services available easily	20

**Ca2 value at the significance level of 0.05 = 7.82**

It is clear from the table that the expressions of the third dimension came with a percentage ranging between the percentage (89.7%) as the lowest percentage in the expressions of the third dimension, while the highest percentage (94.8%) All Ka2 values were statistically significant at a significance level of 0.05 in an OK direction, as the previous statements were all of the most important requirements after the response and came in the following order

- The role management works to overcome unusual and surprising situations that may occur during the provision of recreational services

- Customers get all the entertainment services available easily
- The employees in the role seek to help you solve the problems you face in obtaining the service
- The role management has a sufficient number of workers who carry out recreational services
- Recreational services are provided immediately and without delay
- The role management is constantly developing and improving its recreational services
- The employees of the role are always ready to answer the questions of customers, each in his competence

The researchers believe that responsiveness means willingness to assist the hesitant in providing them with a good and fast service, and this means that hesitant people feel valued in the event that they obtain the best possible quality of service, and this is what you do. The role of the armed forces. Where the responses of the research sample came to confirm that recreational services are provided immediately and without delay, as well as access to all available recreational services easily, as well as the management of role. To overcome unusual and sudden situations that may occur during the provision of recreational services. As Aidan Wilderim points out Aydin, Yaldirim (2012) indicated that the administration's response to assisting the hesitant and providing them immediately with the service and responding to the inquiries and complaints that are received from the hesitant, and the manner in which the administration responded to these complaints has a great impact on the hesitant souls and confirms the success of the administration in attracting the hesitant. (11: 28)

As Pelsh and Netto point out, Bilish, Neti (2000) that quality is not a program or a temporary event, but a continuous process aimed at the optimal use of human and material resources for the benefit of the institution in particular and society in general as well as meeting the needs of the beneficiaries. (12: 101)

**Table (8) frequencies, percentages, and ca2 for the response of the research sample on the fourth axis, empathy, n (125)**

Ca2	%	Total grades estimated	I do not totally agree	I do not agree	OK to some extent	OK	total ly ok	ferries	M
230.08	92.32	577	0	0	14	20	91	Role management puts the client's interest first	24
177.44	90.08	563	0	0	18	26	81	The workers who provide recreational services deal in an atmosphere of love and affection	25
211.76	92.16	576	0	0	11	27	87	The employees who provide recreational services respect the desires and tendencies of customers	26
180.32	90.88	568	0	0	12	33	80	Each of the recreational services personnel knows how to provide assistance in case of any problem	27
								The role management puts the interests of clients at the forefront by providing recreational services aimed at	28
158	89.6	560	0	0	15th	35	75	health status development	28/1
191.84	90.72	567	0	0	17	24	84	Obesity prevention and weight loss	28/2
156.48	89.12	557	0	0	19	30	76	fitness development	28/3
205.76	91.84	574	0	0	12	27	86	Relax and rest	28/4
247.92	93.76	586	0	0	7	25	93	Investing in free time	28/5
221.68	92.48	578	0	0	11	25	89	Develop a sense of love of exercise	28/6
203.36	92.16	576	0	0	8	33	84	Achieving psychological satisfaction	28/7
162.72	88.96	556	0	0	22	25	78	Instill optimism and increase the sense of appetite for life	28/8

It is clear from the table that the fourth dimension expressions had a percentage ranging from (88.9%) as the lowest percentage in the fourth dimension expressions, while the highest percentage (93.7%) came and all Ka2 values were statistically significant at a significance level of 0.05 in a completely agreeable direction, as the expressions All of the above are among the most important requirements after sympathy, i.e. the development of the client's passion towards the services provided. The order of these requirements is as follows:

- The role management puts the interests of customers at the forefront by providing recreational services aimed at investing leisure time
- The role management puts the interests of customers at the forefront by providing recreational services aimed at developing a sense of love for exercise
- Role management puts the client's interest first
- The employees who provide recreational services respect the desires and tendencies of customers
- The role management puts the interests of customers at the forefront by providing recreational services aimed at achieving psychological satisfaction

Researcher finds that empathy in service quality means how the organization cares and gives individual attention to the customer to make them feel extra valued, especially if the hesitant people feel that they are getting individual attention, there is a very high chance that they will return to the institution again because of the care provided by the institution. This was confirmed by the responses of the research sample, as the results indicated a management situation where the interest of customers is at the forefront by providing recreational services aimed at inspiring optimism and increasing the feeling of interest in life, as well as respecting the workers who provide recreational services to the desires and tendencies of customers, as well as dealing with the workers who provide recreational services in an atmosphere of love and affection, and also puts management where the interests of customers are at the forefront by providing recreational services aimed at achieving psychological satisfaction. The researcher sees the necessity of gaining the customer's sympathy with the services provided to achieve psychological satisfaction for customers, which represents the most important quality indicators, as the researcher notes that all the previous statements represent the most important conditions for gaining the sympathy of the customer, and these conditions cannot be met by the workers. The role of the armed forces: From the highest job level to the lowest job level unless the employees have a set of professional competencies.

This was confirmed by Abdul Hamid Saleh (2016), where he referred to the professional competencies of the employees of the institutions, including how to deal with the customer and gain his respect, transparency and mutual trust, and he recommended the necessity of

conducting training courses periodically to upgrade the employees and their behavior with customers (6: 16)

Both Thabet Abdel Rahman (2005) agreed (4: 39), Mohammed Khamis(2006) (848) That the customer's perceptions must be commensurate with his expectations regarding the services provided and its five tangible dimensions, trust and reliability, responsiveness, quality assurance of services, and empathy.

### **Conclusions:**

- The interior design of the floor is attractive and presentable
- The role management works to provide its recreational services on time according to the announced time range
- The role management works to overcome unusual and surprising situations that may occur during the provision of recreational services
- The role management puts the interests of customers at the forefront by providing recreational services aimed at investing leisure time

### **Recommendations:**

- Using accurate, up-to-date and timely information systems to ensure the improvement of service quality
- It is necessary to focus the management of the role of the armed forces on the dimensions of quality that have a significant impact on the satisfaction of the hesitant in order to satisfy the desires and needs of the hesitant.
- Forming specialized committees to listen to the suggestions of the hesitant and to study these suggestions.
- Using a variety of communication channels in order to communicate with customers and provide distinguished services.

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