

عنوان البحث

The Importance of Sports Management and the
Kingdom's Vision 2030

أهمية الإدارة الرياضية ورؤية المملكة ٢٠٣٠

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Title : The Importance of Sports Management and the Kingdom's Vision 2030

العنوان : أهمية الادارة الرياضية ورؤية المملكة 2030

• **Introduction :**

Since the Kingdom will host major sports events in the coming years, it is necessary to study everything that contributes to the management of those events according to an advanced scientific methodology in accordance with the Kingdom's Vision 2030.

• **The Study Problem :**

The need to have the specialisation of sports management in all clubs, federations and sports committees in Saudi Arabia and to apply successful work according to a scientific methodology that keeps pace with the development of sports in the world. The field of sports management operates under a set of guiding principles and procedures that are essential for its successful functioning. These principles of sport management provide a roadmap for success, ensuring that the field continues to thrive and evolve in a dynamic and competitive sports landscape

- **The Importance of the Study :**

The importance of the study comes from the fact that there is an urgent necessity of sports management in the kingdom. Discover what you can expect when choosing a sports management career, including how to prepare for the job, necessary skills, job duties, and more. The reality is different from what is happening on the ground . To thrive in the highly competitive world of sports, understanding and implementing (the core principles of sports management) is essential.

• The objectives of the study:

1. To show the importance of strategic planning in term of sports management.
2. To propose a guideline to prepare human resources in the field of sports management.
3. To link sports management to the governance concepts.
4. To understand the financial benefits of marketing and sponsorship in big sports events.
5. To learn how take an advantage of using media in these events.
6. To explain how to regulate sports activities in an effective manner.
7. To determine the necessary sports laws that have to be enforced.

- **The Study Questions :**

1. Why do we need to study Sports Management?
2. Why is Sports Management important nowadays?
3. Why is Sports Management a Major Part of the Sports and Recreational Events Management ?
4. What are the challenges that sports management is facing in the kingdom currently?

- **The Study Duties :**

Addressing the Scientific and Theoretical Aspects of Sports Management .

- **The Previous Studies :**

Management of Private Sports Clubs , Human Resources Management in Olympic Sports Federations, The Economic Returns of The Football Industry, Management is transparent and its relationship to the Administrative Performance in Sports Clubs, The Role of Administrative Functions in Developing the work of Sports Organizations.

- **The Theoretical Premises of the Study :**

Writing down Conclusion, Recommendations, proposals, References, and Research Sources.

- **The Methodology and Research Methods :**

Studying and analyzing the Importance of Sports Management and Using the Descriptive Approaches and Scientific Methods.

- **The Study Tools :**

1. Questionnaires.
2. Interviews.
3. observations .

- **The Study Limits :**

- Clubs.
- Federations .
- Committees .
- Associations within Saudi Arabia.

- **References :**

- Gulf University
- Esade University
- Bournemouth University
- Sorbonne University
- Assiut University
- a specialized school like IUM
- (international university of Monaco)
- University of Alabama: BS in sports management
- University of Colorado, Colorado Springs: BS in Business - sports management
- University of North Florida: BS in sports management
- University of Massachusetts, Amherst: BS in sports management, MS in sports management, MBA/MS in sports management, PhD in sports management
- Guilford College, NC: BS in sports management

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The study problem :

The need to have the specialization of sports management in all clubs, federations and sports committees in Saudi Arabia and to apply successful work according to a scientific methodology that keeps pace with the development of sports in the Kingdom. The field of sports management operates under a set of guiding principles and procedures that are essential for its successful functioning. These principles of sports management provide a roadmap for success, ensuring that the field continues to thrive and evolve in a dynamic and competitive sports landscape.

The importance of the study :

The importance of the study: Discover sports management, skills needed, job duties and more.

To understand and implement (the core principles of sports management) is essential.

What is sports management?

Sports management is essential for the success, continuity and development of work in sports and competitive competitions.

- **What does a sports manager do?**

Sports management encompasses many roles, including coaching a team; representing pro athletes as an agent; running an athletic program at a middle school, high school, recreational center, college or university; managing professional sports teams; managing a facility; or coordinating events. Your duties will vary, depending on your role, the organization you're a part of, the level of the sport, and the geographic location. To give you an idea of what you can expect, here's a list of projects and tasks you might be responsible for:

- Leading public relations between your team, coach, other staff, and the media
- Managing accounting and finance for the team, including revenue, budgets, and debts
- Arranging travel plans for the team

- Monitoring ticket sales and coming up with ways to improve them
- Scheduling events involving the team or athletes
- Seeking out sponsors, partners, and brands that want to work with your team or athletes
- Ensuring event facilities and stadiums are operating smoothly
- Analyzing contracts and other legal documents
- Hiring and managing coaches and other personnel
- Promoting teams, athletes, events, and merchandise through digital and traditional marketing
- Ensuring teams have the right equipment and uniforms
- Enforcing rules and regulations set by the organization.

The objectives of the study:

1 - Strategic planning

Strategic planning is an essential element in sports management, as it provides a structured approach for sports organizations to define and achieve their long-term goals. It involves developing a clear and comprehensive plan that defines the organization's vision, goals, and the steps needed to reach them. Strategic planning begins with clearly defined goals and objectives.

2 - Human resource management

Human resource management plays a pivotal and multifaceted role in creating a productive and successful sports management process. Talent, teamwork and excellence in performance are paramount, and attracting the right individuals, from skilled athletes.

Human resource management plays a multifaceted and dynamic role that touches nearly every aspect of employee management, from recruitment and development to compliance and conflict resolution to building and sustaining successful sports organizations, nurturing talent, and ensuring the overall well-being of athletes.

3 - Leadership and governance

Leadership and governance play a pivotal role in shaping the direction, effectiveness and success of sports management by setting up structures to ensure transparency, accountability and the achievement of the overall goals of sports organizations. Effective governance structures ensure that sports organizations operate transparently and are held accountable for their actions. Leadership and governance work together to create a successful and accountable sports organization to ensure integrity, transparency and accountability.

4 - Marketing and sponsorship

Marketing and sponsorship are essential components that play a crucial role in promoting sports organizations, enhancing revenue streams, and delivering engaging experiences for fans and sponsors. Marketing helps sports organizations build and enhance their brand identity. A strong brand differentiates a team, athlete, or event, and sponsorship provides a significant source of revenue for sports organizations. Sponsors provide financial support in exchange for brand exposure and promotional opportunities. Collaboration between sports organizations and sponsors is essential to the success and sustainability of sports management.

5 - Sport and the Media

The relationship between sports and the media is deeply intertwined and has evolved significantly over the years. The media plays a crucial role in shaping the way sports are viewed, and it is a dynamic and influential relationship. This relationship is a fundamental

partnership in the sports industry, constantly evolving to meet the changing preferences and behaviors of sports fans.

6 - Sport Policy

Sports policy, also known as sports governance or sports management policy, refers to a set of rules, regulations and guidelines established by government bodies, sports organizations or governing bodies to manage and regulate various aspects of sport, as well as to promote and support sport at various levels. These policies are designed to prevent corruption and maintain the integrity of sport.

7 - Sports Law

Sports law is a specialized field of legal practice that deals with the legal issues and regulations relating to sports. It covers a wide range of legal topics that affect athletes, sports organizations, governing bodies, and various stakeholders involved in the sports industry.

Sports law often involves athlete contracts, coaching contracts, negotiation, drafting, and enforcement of contracts, while international sports law deals with issues of jurisdiction, conflicts, and international regulations.

Sports lawyers and legal professionals provide legal guidance, protect the rights of athletes and sports organizations, and navigate a complex web of regulations.

Sports Management Careers Working in sports management includes multiple career options, each requiring unique degrees, experience, and skills.

- Sports management jobs include Working in sports management encompasses multiple career options, with each one requiring unique degrees, experience, and skills. Let's explore a few roles:

Athletic director

Athletic directors typically work at the collegiate level, though some may work for high schools with extensive sports programs. A bachelor's degree is generally required; for some larger programs, you may need a master's degree. As an athletic director, you might hire coaches, set budgets, coordinate with the school's academic departments, raise team funds, and ensure a team has everything it needs, including equipment, uniforms, and transportation to away games.

You'll also ensure that your school follows all rules and ethics set by the conference in which your teams play. You'll also ensure facilities and venues are in top shape for games and practices. People who work as athletic directors must have a mind for numbers, be organized, and be able to communicate with coaches and other staff.

Facility manager

The facility manager is responsible for the physical locations where teams play and train. This means keeping up with the day-to-day activities at that location and making sure everything is ready for game time.

Event coordinator

An event manager organizes events that will take place there. You work. Some of these job duties may overlap, depending on the venue. Responsibilities may include marketing, ticketing, scheduling, media contact, and coordinating with the facility manager to ensure everything is ready for events.

Sports agent

Sports agents represent individual athletes as they navigate their careers. They might help them get drafted, help them negotiate contracts, handle sponsorships, and handle their public relations. Essentially, you are your athletes' guide through their careers. Your ultimate goal is to help them achieve as much success as possible. Sports agents must be team

players who want to win. They must be great negotiators and excellent communicators. Many have advanced degrees, or even law degrees, and may be required to become licensed to work in various sports and leagues.

Take a peek at how to recruit clients as a sports agent in this video from Case Western Reserve University course on Becoming a Sports Agent.

As a sports management major, you'll likely study a variety of topics that can help your career, including:

- Accounting
- Ethics
- Psychology
- Business
- Marketing
- Sports Analytics
- Sports Tourism
- Sports management skills

In sports management, you will likely study a variety of subjects that can help you in your career, including: accounting, ethics, psychology, business, marketing, sports analytics, and sports tourism.

Instruction

Instruction For coaches, this skills involves guiding athletes to improve their performance and achieve their goals, by explaining techniques, tactics, and strategies specific to a sport. Athletic directors provide instruction and coordinate coaching staff and help them develop their career.

Athletics and games

Athletics and games Both athletic directors and coaches must understand the field of sports at large, from how games are played to how members of a team can play together most effectively.

CPR and first aid

Knowledge of CPR and first aid techniques is essential for anyone working with athletes. In the event of an injury or emergency involving an athlete, to provide immediate care and seek appropriate medical assistance.

Scheduling

Scheduling is a vital skill for coaches and athletic directors, enabling them to coordinate training, practices and matches, and work efficiently to improve athlete performance.

Behavior analysis

This skill involves analyzing and modifying athletes' behavior, through positive reinforcement, feedback, and goal setting, for the purpose of enhance athletes' performance.

Human resources experience

HR expertise fosters a positive work environment, makes strong hiring decisions, including building a competitive spirit, passion for sports, organizational skills, and may require a strong sense of ethics to help maintain the reputation of the team or athlete.

Some workplace skills are universal across all sports management careers, including a competitive spirit, passion for sports, and organizational skills. Let's explore a few more:

Ethics

As a sports manager, you'll need a strong sense of ethics to help keep a team or athlete's reputation positive in the eyes of fans and to set the tone for team conduct.

Decision-making

Brand equity requires you to be a good decision maker, making quick and confident decisions, while other

situations require you to analyze data and develop the best possible solution.

Communication

Communication in sports management requires excellent written and verbal communication skills to interact with athletes, coaches, stadium staff, organization personnel, media outlets, attorneys, agents, other sports managers, and vendors.

Teamwork

Teamwork is an important part of the team and everyone's participation, so you must be able to collaborate effectively.

Sports management experience

Experience in sports management can be a valuable asset in this field, but it is also important to gain relevant experience to give you a solid foundation to build on.

Licensing and certification

- Licensing and Certification In most cases, you do not need to become a sports management professional, but there are some exceptions that may require you to certain leagues and geographic locations.

- **Conclusion :**

The field of sports management operates according to a set of principles and procedures that are essential to success and ensure the continued prosperity and development of the field.