



*Algeria's Economic Structure of Sports
in the Face of Current Economic Challenges*

Allaba brahim*

University of of Djelfa, (algeria)

Allababraham17@gmail.com

Abbas lakhdar

University of Djelfa , (algeria)

k.abbas@mail.univ-djelfa.dz

Abstract :

This study aimed to reveal the economic structure of sport in Algeria in the light of the economic challenges that Algeria is going through, so that we investigated the descriptive and analytical method of the reality of the sports economic structure of Algeria to extract financial transactions in the light of economic conditions and analyze the reality of sports investment in Algeria, and we have used models of sports reality as well as some previous studies in the field of sports investment in Algeria, and we have concluded in our study that: There is fear of investors and distrust of sports investment in Algerian sports facilities

Sports facilities resort to government support for their continuation.

Laws and regulations enacted discourage investment in sports.

Article info

Received

27/08/2022

Accepted

23/09/2022

Keyword:

- ✓ Sports management;
- ✓ Sports finance;
- ✓ investment;
- ✓ Legislation.

1. Introduction

Sports is an economic and social phenomenon that includes millions of followers across the world and a market estimated at millions of dollars annually, and this has created intense competition between various sports organizations and clubs and made them follow several methods of continuity and adaptation, perhaps the most prominent of these methods we find marketing, where many sports organizations in general and sports clubs in particular have become practicing it continuously to attract consumers and increase their profits. (Hawari and Rahailiya, 2014, p. 18)

Sports also constitute an important income from the incomes of the national economy if invested correctly, and many developed countries may have noticed that some types of sports can be one of the components of tourism work, and in order for sports work to be in line with the development processes, investment must be considered one of the means of financing for sports, and to achieve this must facilitate the processes and procedures of investment in sports and lift restrictions on it.

The economic institution is considered a fundamental pillar of sports financing and investment in this important field of sports, as the primary purpose of the relationship between sport and the economy is related to the dependence of sport on the economy to finance it, and the continuous increase in the number of sports practitioners has produced a winning market in the production, marketing and consumption of devices, tools and sportswear, that is, the purpose of the relationship between sport and the economy is related to the care of the commercial and consumer interests of sport as a source of profit and a means of successful advertising.

We can say that sports clubs have turned into brands with huge market value after the methods of promotion and marketing within the clubs have developed, and there are new sources of income based on the marketing of the club's brand, and through this all the resources available to the club are exploited to promote the brand, on the club's official destinations such as the stadium and its accounts on social media sites or website or use the players themselves to promote, and in general sport has become more enjoyable for investors and economists around the world more Of which are for viewers or fans, and investment in sports continues to increase significantly, (Amron and Azizi, 2010, p. 10)

As for Algeria, investments in the sports field are few compared to the figures recorded globally despite our entry into the world of professionalism, the current situation needs to be studied in depth before delving into any sports investment project because of the blurred commercial vision of this type of investments and the lack of transparency required,

which contributed to the reluctance of economic institutions to risk pioneering sports investments, although the latter is more profitable than other fields. Jacob, 2005, p. 59)

Investment in sports is at the bottom of Algeria's concerns away from the movement of the economy and its interactions, where clubs rely mostly on government funding and support from the club's supporters and from stadium revenues and benefit from the sale of players to richer and more capable teams as well as on the revenues of television broadcasting, and this is mostly insufficient and the majority of clubs remain in constant conflict with the lack of possibilities and often find themselves unable to pay the salaries of players if not unable to acquire players To provide an addition to the group, as well as to provide the requirements of sports activity and the expenses of an entire season of transport and sports equipment, and with the emergence of the interrelationship between sport and the economy, the Algerian private sector has become more concerned than ever with the sponsorship and support of sports clubs.

This leads us to the following question:

What is the economic structure of sport in Algeria in light of the current economic challenges?

Partial questions:

Is sport making investments at the level of its institutions in light of the current economic challenges?

Are there material returns for economic institutions invested in sports facilities?

What are the obstacles to investment facing the investor in the field of sports in Algerian sports?

2. Research Objectives:

The main objective of this article is to show and highlight the reality of the economic structure of sport in Algeria in light of the current economic challenges and the reality of financial support for sports facilities and investment in them by economic establishments in Algeria.

Reveal the extent to which sport has made investments at the level of its institutions in light of the current economic challenges.

As well as revealing the extent of the material returns of economic institutions invested in sports facilities.

As well as trying to find out the obstacles to investment facing the investor in the field of sports in Algerian sports.

3. Definition of study terms:

3.1 Economic System:

The Economic System The set of principles governing economic relations the set of principles that regulate economic relations between members of society and that govern their behavior in the exercise of economic activity and that defines the legal and social framework under which goods and services are produced and distributed and is determined by three basic elements: (Ali, 1990, p. 80)

- The productive forces, the elements of the production of a good, service or activity, are mostly the human element, capital and organizational capacities.
- Production relations with the bonds that arise between individuals as a result of their participation in production
- Distribution relationships are the principles that regulate the method of distribution.
- It is a means of advertising, advertising and dissemination and is an inclusive market in the field of sports production and marketing of sports product and services and contains two areas: (Al-Shafei, 2006, p. 23)
- The field of practice for the purpose of increasing the base of practitioners with the conviction that practice is a right of every human being to the Charter of UNESCO 1978
- The field of championship and sports competition
- Hobby (Olympic Games)
- Professionalism because sport as a job or profession for the sake of material or economic return

It is an act whose goal is to increase the capital of the individual or increase his resources by operating his money or exploiting it with the aim of increasing it, i.e. the function of investment and the operation of assets, which is one of the basic means of implementing the development program, as it is one of the most important factors

influencing the structural change of the national economy, and the success of the development policy depends on the volume of investments available and how they are distributed. (Omar, 1994, p. 158)

It is the transformation of the central economy into free market mechanisms and a strong trend towards the privatization of companies and projects while encouraging investors at the local and international level to invest in the sports institution with the aim of increasing the capital of sports institutions by employing these assets in various sports activities, allowing the exchange of benefit between investors and human resources (employees of the institution for all the different activities and the material and human potential necessary for sports activities (player - administrative - public) (Al-Shafei, 2006, p. 23)

3.2 Sports Management:

It is "the process of planning, leading and controlling the efforts of the members of the sports institution and the use of all resources to achieve the goals set" Matar and Talha, 1997, p. 22)

Sports management is also defined as the skills associated with planning, organizing, directing, following-up, budgeting, leadership and evaluation within an organization that provides a sports service or physical or recreational activities" (Badawi, 2001, p. 95).

3.3 Definition of sports sponsorship

It is the financier, businessmen, civil or governmental bodies, local or foreign investor who sponsors the event or sporting event or outstanding champions in various games for the purpose of commercializing the service or product (Al-Shafei, 2006, p. 26).

It is the support of various commercial institutions, individuals or bodies of a sports activity, team or athlete in various fields of physical education and is a means of advertising or advertising for the commercial, social or regional enterprise and helps the development of sport in different institutions (Sayyar, 2009, p. 47).

3.4 Sports Finance:

It is the process of searching for material resources to spend on activities related to the sports field where it has become a major problem and obstacle to facing professionalism as a phenomenon that has imposed itself as an influential system in the sports field. Ibrahim and Shafi'i, 2004, p. 158)

It is the process of searching for funds necessary to achieve the objectives of the sports institution, and allocating these funds to achieve the objectives of the institution according to the adoption of a financial system that achieves the best results. (Hijazi and Shafi'i, 2009, p. 10)

The concept of this term has expanded from time to time to the actual help of the phenomenon, as we hear about it today, and the concepts of this term have multiplied in literature so we choose the concepts of goosens. L" and "Paulf" sports finance is an agreement between two parties:

The first party, called the financier, provides the money or loans considered to the second party.

The second party (financier) provides services in the form of communication possibilities or the remuneration requested by the financier and resulting directly from the exercise of sports. (Makaq, 2009, p. 65)

Sports finance consists in the use of sporting events with the aim of improving the reputation of the funding institution and valuing the image of its brand and products, from the financial and material support provided by the financier to a demonstration, athlete or club that wants to obtain direct benefit and/or reap positive effects on the image or marks of the institution.

Funding in the sports field plays an important role and is one of the most important problems in the sports field, which negatively affects the opportunity for sports bodies of all kinds to achieve their goals and implement their programs, so the problem of funding in sport is one of the biggest problems facing sports leaders at the moment.

The problems of sports organizations are evident in the processes of sale and purchase, transfers, production, exchange and capital investment, and the problem of searching for resources to face the purchases and sales has become a major issue facing sports bodies and organizations, which has made those responsible for sports look for resources and solutions to face the problem of Saadani and Darwish, 2005, p. 125)

- *Investment objectives in the sports institution*

Achieving return or material profit through various projects in the fields of physical education and sports
Maintaining the value of assets or maintaining the value of the original capital of the investor in the project
Continuity of obtaining income and working to increase and develop it continuously
Ensure the necessary cash liquidity from other objectives of the

investor to cover the requirements of the work and production process and cover emergencies. (Hardan, 1997, p. 5)

4. Obstacles to economic investment:

There are several economic obstacles that affect the flow of investment in the country, some of which are as follows:

- Slow progress in the implementation of economic reform programmes and the attendant economic and financial instability.
- Insufficient data on economic conditions and investment opportunities.
- Lack of transparency in the accounts of sports institutions, among the obstacles resulting from this is that they hinder the sale of institutions or partnership processes, especially in the case of the large debts of the sports institution, or the seriousness of the tax for the attic of unauthorized transfer.
- The lack of available funding possibilities has reduced public hypocrisy, resulting in a slowdown in the movement of economic activity and its negative effects on the movement of sports investment in Algeria.
- Lack of a clear long-term economic strategy.
- The existence of an informal parallel economy (formelle en économie une) is of great importance and its importance is manifested in the presence of goods without customs rights as well as payment without an invoice and without following official methods of payment, which led to flooding the market with these goods at competitive prices, and the activities of this sector represent between 20% to 40% of the GDP PIB le. (Owil, 2005, p. 56)

Sports finance within sports bodies is offset by many problems and obstacles in the management of finances, including the following:

- Laws, regulations and decisions governing sports clubs that impede the processes of self-financing and external funding within these bodies.
- Lack of experienced finance professionals to solve financial problems
- Media obstacles are the lack of interest in sports activities such as football as the first popular game, which results in a lack of public awareness of these activities and also a reduction in the chances of sports marketing of these games. (Burgundy, 2009, p. 11)

5. Previous and similar studies:

5.1 *Cherifi Salma Study 2006-2007 Algeria*

A master's note entitled: Fundamentals of Finance and Financial Management in the Sports Institution at the Institute of Physical Education and Sports Branch of Sports Administration and Management in Algeria in 2006-2007.

Is the function of managing financial resources in a sports institution efficient? What are the mechanisms of collection and management of capital Pershin to develop the results of the sports institution The researcher in this study used the descriptive analytical method, and to verify the hypotheses of the study and test their validity, the researcher used two means of scientific research, namely the questionnaire addressed to the managing members of these sports institutions, as well as the interview by asking a set of open questions managers of these clubs to allow interviewees to freely express their opinions and situations that urge administrative behavior in the financial sector

The research community in this study was represented by the total administrative bodies of Algerian sports clubs, especially professional ones, and the researcher used the random sample.

The results of the study obtained through the questionnaire and interview showed that Algerian sports bodies suffer from major gaps in the organization within the sports bodies and the administrative activity located in them, as well as funding and methods of managing financial resources, where the imbalance has been seen from all aspects of the legal organization, which still lacks some detailed texts where their content is general, as well as from the management because sports work is not properly managed, its performance is reflected in the technical level of these bodies as far as the scope of the Funding and management of financial resources in the sports institution The possibilities are slim relative to the increasing requirements to carry out physical activity sports, as budgets are in constant deficit in most clubs, and profits are recorded only in very few cases.

5.2 *The study of Mohamed Zahaf (2012) Algeria*

Entitled "E-Marketing in Algerian Sports Clubs"

This study aimed to find out the extent to which e-marketing is used as an input to the development of marketing information systems in sports institutions as well as to highlight the most important services provided by marketing, and a future vision of digital marketing under information technology to develop the system of electronic sports professionalism from a formal and fundamental point of view in sports institutions as well as to identify the reality of human resources specialized in the field of e-marketing in sports institutions.

The researcher used the descriptive approach and applied it to a sample of 15 administrators in a deliberate way for three professional clubs in Algeria using the questionnaire form, a tool for the study and after collecting the data the researcher concluded:

Sports institutions provide information and communication technology and are keen to provide a website on the Internet.

The important role played by e-marketing in the promotion and publicity of products by institutions in the sports market.

Sports institutions have qualifications and qualifications but on average thus reducing the development of the application of e-marketing in sports institutions.

Human resources are specialized in the application of e-marketing in sports institutions have skills and qualifications but in an average manner and lack scientific training and experience as well as efficiency and effectiveness in the application of e-marketing, which depends mainly on the competent human element and effective qualification that moves the club from traditional marketing concepts to modern marketing strategies with the interest of sports institutions in using modern technology to apply e-marketing and their awareness of the importance as an investment ceremony worth risking and encouraging, which raises its level.

5.3 Bekaa Akli Study 2001 Algeria

Titled: "The Role and Importance of Marketing in the World of Professional Football, The State of Algerian Professional Football"

The study aimed to:

Identify the directions taken by professional Algerian football clubs in order to sell and promote their products, whether they use the traditional perspective to guide a product or a modern perspective.

The researcher followed the survey approach, where the sample included 40 referees of the 16 Algerian football clubs that are active in the first division championship. The questionnaire and interview were used as data collection tools.

The most important findings:

The sport of professional football joins the general motor changes that are likely to occur in the future, especially the social and economic aspects.

To understand what is going on in professional football it is necessary to have a marketing analysis in which the joint parties strive to develop the product and provide it to the widest possible audience.

As for the perimeter of the product, we point out the importance of calling for the giving of the utmost importance to football sports events by the governmental structures of sports and non-sports and the need to link and build relations between the grassroots of sports and professional clubs, economic and commercial institutions, and the various media because all this contributes to and leads to raising the financial income of the club, thus improving its conditions and results.

• Comment on previous and similar studies:

After reviewing the previous and similar studies, the researcher found the importance of the topic under study, which came as a complement to previous and similar studies, and the researcher found out through the study of the topics of previous and similar studies:

- Previous studies have been conducted in different environments in terms of subject matter and sample and each has its own features and characteristics.
- Most studies have used the descriptive approach to suit it and the nature of the topics presented.
- Most previous and similar studies have focused on the funding process for sports clubs and how financial resources work in sports institutions.
- Funding and the extent of its impact on sports clubs and their sports activity.

6. Method and procedures:

6.1 Community and Research Sample:

6.1.1 Research Community:

It is a set of clearly defined statistical units that are intended to obtain data. (Al-Azzawi, 2007, p. 12)

Represent the research community of our study in economic and sports facilities in Algeria

6.1.2 Sample Research:

It is part of the community on which the study is conducted, chosen by the researcher to conduct his study on it according to special rules in order to properly represent the community. (Al-Azzawi, 2007, p. 14)

The research sample is represented in the economic and sports facilities in Algeria.

6.2 Research Methodology:

The descriptive theoretical approach was used, which is based on describing the phenomenon, analyzing its reality and identifying its constituent elements and seeks to collect and analyze the different opinions about it to identify the effects resulting from its occurrence in preparation for proposing appropriate solutions to this problem, and also reviewed the intellectual production related to the phenomenon under study and access to explanations that can be generalized, which contributes to increasing the balance of knowledge.

Analytical descriptive research aims to collect data to try to test hypotheses or answer questions related to the current or current state of the subjects of the research sample and the descriptive study identifies and decides the thing as it is, that is, describes what is an object or describes what is an accident. Descriptive search does not stop at the limit of collecting, classifying, and scheduling data but includes some amount of. Interpretation of these data. (Allawi and Ratib, 1999, p. 92)

7. Study results (analysis and discussion)

The latest global studies indicate that the global wellness economy associated with sports practice represents (4.5) trillion dollars and that wellness tourism associated with the same

field exceeds (639) million dollars from this economy and the role of sports activity comes by an estimated (828) billion dollars. These figures represent the repercussions of our talk today about the economic management of sports and recreation shows the importance of economic management of both sports and recreation and economic, social and environmental returns to them in light of their sustainable developmental role, which increases the importance of economic management. Demand for their economies.

Sports, in its various competitive and recreational forms, have also helped the growth of the economies of major countries and are sometimes considered one of the most important tributaries of the economy and sources of national income and alternative investment of those countries, in addition to the non-economic benefits of each of them, through the development of their infrastructure, and they have also been linked to the economies of commercial companies, equipment factories, sports devices and the media alike, which confirms that they are a promising investment trade industry in the economies of countries and peoples.

The participation of the private sector in the field of economic management of both sports and recreation and recreation activities is one of the solutions put forward on the sports scene not so long ago depending on the idea of owning, managing and operating service and productive projects, and that the total costs of what we manage of material or human resources, the development of self-resources for sports, recreation and recreation, and the maximization of the volume of economic returns, the volume of sports business and the investment value of sports and youth projects offered by the state under the mechanisms of market and competition and focus on The client and maximize the commercial profitability of sports institutions and near the end of government support for those institutions. (Al-Jayoushi, 2022)

However, investments in the field of sports in Algeria are few compared to the figures recorded globally despite our entry into the world of professionalism, as the current situation needs to be studied in depth before delving into any investment sports project due to the blurred commercial vision of this type of investment and the lack of transparency required, which contributed to the reluctance of economic institutions to risk pioneering sports investments, although the latter is more profitable than other fields. (Tommy, 2021, p. 567)

Algeria has taken the initiative to accompany the countries in the application of the system of sports professionalism, where Ordinance 95-09 of February 25, 1995 was dedicated to the benefit of the institution of a commercial nature and sporting objective, and the interest and transformation was gradually embodied through the stages of development of sports legislation, in particular Law 04-10 of August 14, 2004 and Law 13-05 in force, with a view to building an economic base that would gain Algeria a competitive position in the world market as well as finding new sources of financing for sports, thus creating a sports trading company for the revitalization and management of sports.

For this reason, Algeria tried to set standards that clarify the funding policy for sports clubs, as the source of funding for clubs before entering the professional phase was through the participation of the state, local groups and economic institutions, as the participation of the state was done through national economic institutions, which in turn represented the

financial pillar of the clubs and played their role well until the emergence of the economic crisis.

Apart from some institutions with great potential, which have not been affected by the economic crisis in the country, and which can harness a large budget for sports, such as Sonatrach, all the clubs that have turned into semi-professional clubs have found themselves more abstract than before. (Jacob, 2005, p. 57)

And also the deplorable state of stadiums and sports facilities, the strikes of players for the delay in their dues, the instability of administrators and coaches at the head of the teams during the sports season, the growing public protests about the poor reception, organization, refereeing, and the poor quality of services provided to it, where the hobby is still the dominant characteristic of the practice of sports, so its level remained far from the ambition and the desired bets, and thus formed an unclear picture about the feasibility of applying the system of professionalism in Algerian sports and the management and management of the system is not commensurate with the concepts and variables in sports, It is not in line with the requirements of the modern era, nor does it keep pace with the global transformations in sports under professionalism, where sports administrative work still depends on traditional methods inherited from the planned economy, at a time when the world records many rapid developments in most scientific, technological and economic fields, which are reflected directly and immediately on the sports field, especially the economics of sports, and its industry. (Tommy, 2021, p. 567)

7.1 The reality of sports investments in Algeria

Despite the important decisions in the field of sports and sports investment issued by successive Algerian governments since Algeria's independence, today it still suffers from many problems, mostly due to the curtailment of the role of the private sector and the dependence on government subsidies that have preserved property rights, as well as credit guarantees in Algerian banks, medium and long-term loans, investments in the sale of shares and others, which was demonstrated in 2010 through a joint stock company of a financial nature established by the state to manage Algerian clubs, their management and supervision of sports investment, in addition to the issuance of executive decrees 17/101 and Decree 16/261, according to which the legislator excluded sports investment from activities benefiting from the investment law, thus keeping sports investment in Algeria somewhat ambiguous and in need of radical change and the shift from amateur management of clubs to professionalism.

Also, most professional sports clubs and their sports companies have not been able to invest either in the public, private or economic institutions, except for some clubs, which have been sponsored by economic and private institutions, including MCA and which Sonatrach has purchased most of the club's shares, as well as the Constantine youth team for the Tassili complex and MC Oran complex Neftal, and the youth of Saoura complex Enavour and these branches are all affiliated to the Sonatrach complex or the experience of the USMA team whose shares were offered to the private and the complex Haddad bought these shares, and despite all this, the beginning is somewhat faltering, as out of a total of 32 sports companies 5 clubs were sponsored, representing 15% of the total professional clubs, and this is considered a really faltering start. (Ibrahim, 2002, p. 13)

The support provided by the State through its public institutions and administrations has declined from sports funding in general, and from sports clubs and associations in particular; as is well known, funding in sports clubs is defined by the Organic Law on Amateur Sports Clubs in Chapter IV of the Financial Provisions, and article 39 of this Law provides for the licensing of the financial resources of sports clubs, which were as follows:

Subscriptions of members, participants and supporters.

- Gifts and wills.
- Part of the results of sports events and competitions.
- Possible subsidies from the State, local communities, public and private institutions and bodies.
- Income from private or relinquished property.
- Income from advertising work, sponsorship and support work and potential mobility of athletes. All other resources authorized by the legislation and regulation in force. In the context of the market economy that Algeria cares about.

Under a well-defined policy, the Administrator and the Secretary-General of the Sports Club find themselves in a permanent position to search for sources and financial resources in order to finance their clubs and clubs and increase their financial gains in order to develop them and meet their needs of renting sports halls and stadiums of various kinds for training in preparation for competition or entertainment, transportation for athletes and payment of the expenses of employees of technical, medical and other workers, as well as reimbursement of the expenses of enrolling in national federations and associations... Etc.

If we return to the fact that the financial support provided to these sports clubs and associations is limited, we find it limited in two items:

- Subscriptions of members, participants, and supporters.
- Potential subsidies from the State and local communities. The rest of the other financial resources (a portion of the results of sports events and competitions, private or relinquished property incomes, advertising incomes, sponsorship and support work, and potential movements). (El-Dawoody, 2017)

7.2 Sports investment in accordance with Algerian laws and legislation

Algeria has been interested in the legal organization of sports like other countries through several laws since independence to the present day, so successive governments since independence have singled out the field of physical education and sports with legislative regulation and legal frameworks that reflected the various stages and political systems that the country has gone through, where we find that the most important of these laws is Law No. 04-10 of August 14, 2004, which came to keep pace with the development as well as the decision of July 1, 2010, which defines the model of the due burden book. Its

subscription by professional sports companies and clubs gave a new breath to the national sports movement in order to advance it towards the vernacular one.

As well as sports investment in accordance with Law 05/13 of July 23, 2013 on the organization of physical and sports activities and their development in its comprehensive form, which aimed to define the principles, objectives and general rules that regulate and conduct physical and sports activities, and develop them as well as the means of upgrading them in Algeria, where it is considered that physical and sports education contributes effectively to the building of the national economy, as the first bet and successful investment is in the investment of human resources, it is the driving energy of the economies of developed countries and through it investment in The new law provides many ways to invest in sports, as provided by the new law through several frameworks and areas in which the private sector can participate in accordance with the objectives and strategy of the state for the development and promotion of sports in Algeria. (Najhi, 2015, 09)

As for Law 09/16 of 20/03/2016 on the promotion of investment, it is a law rich in its content for investment, the law embodies the policy of economic openness by giving a greater role to the private sector and the foreign partner in investing in various sectors, but it does not encourage investment in the sports field after the inclusion of sports activities in the negative list, and it is noted that it did not address the concept of investment in the sports field, especially since it restricted the freedom to invest in regulated activities that can We drop it on this sports field on the one hand, in addition to the fact that the effectiveness of the law remains dependent on the extent to which it is translated on the ground through the applied and regulatory texts that show all the details of the investment process, which the guardians may face difficulty in how to embody the contents of the law according to the specificity of the sports field in Algeria.

Law No. (13-05) of July 23, 2013 on the organization and development of physical and sports activities encourages investment, especially with the stage it is going through and what the State's policy aims at privatizing sports clubs and reducing the burden on their budget, pending the issuance of legal texts that will be more in line with the vision of the law in encouraging investment in sports as well as the reality of Algerian sports. (Najhi, 2015, 10)

As well as sports investment in Algeria in accordance with Law 13/05, Law No. (13/05) was issued on July 23, 2013 to regulate sports investment in human resources and sports bodies in physical and sports activities in Algeria. The Algerian legislator allowed the participation of the private sector, both personal and moral, in investing in several areas, including: investment in human resources in the following: Training: Preparing and training young talents and developing their physical and moral performance with the participation of the private sector. Elite and high-level sports industry: with the contribution of a natural or legal person subject to the public or private sector. World of work: Allowing a person subject to public or private law to establish clubs to organize, finance and develop physical and sports activities. sports clubs, any amateur club or natural or legal person can establish a professional club as a company with sports and commercial objectives. Investment in sports bodies: Completion and preparation of sports facilities for physical and sports activities with sports supplies and equipment under the supervision of the public sector in cooperation with sports federations. Completion and development of sports or recreational facilities with the participation of the personal or legal private sector.

As well as sports investment in Algeria under the Investment Law 16/09, the sports sector under the new investment law suffered from two main problems: according to Decree (17/101), the sports sector was added to the list of entities not benefiting from the advantages of investment, and the decree also specified the services and productive activities that do not benefit from the advantages of investment such as - construction and equipping swimming pools, training animals for racing, renting sports halls, betting institutions and sports lotteries of the state, the water sports institution for profit, the issuance of Decree (16/261) which specified Conditions to be followed by sports associations recognized as in the public interest and public interest, for the completion of investments and the identification of negative lists that do not benefit from the advantages of investment and minimum amounts to benefit from the benefits. The general atmosphere of the most important sports investments in Algeria remains foggy in light of the misunderstanding and application of sports investment, The lack of flexibility in sports investment legislation and laws, but with simple steps, individual trends and movements, the door remains open for greater achievements that raise the level of Algerian sport to the ranks of European clubs, and open the way to a large profit that turns the sports sector into supporting the treasury instead of adding more burdens to it.

8. The abstract :

Algerian sports suffer from several shortcomings, including monopoly and concealment of information and poor communication efficiency of managers and coaches at the sector level, investments in the sports field are few compared to the figures recorded globally despite our entry into the world of professionalism, the current situation needs to be studied in depth before delving into any investment sports project because of the blurry commercial vision of this type of investments and the lack of transparency required, which contributed to the reluctance of economic institutions to risk pioneering sports investments, and the support provided by the state through its institutions has declined and its public administrations, on sports finance in general, and on sports clubs and associations in particular.

Also, the laws and legislation that are enacted do not encourage investment in the sports field after the inclusion of sports activities in the negative list, this has made many clubs limited to the financial deficit and administrative disintegration, as these legislations are required to embody the basic laws in accordance with the investment environment in Algerian sports, search for methods and methods and how to apply them effectively on the ground, and find control mechanisms that ensure the application of these laws in addition to indicating and explaining modern investment methods in the field of Sport.

● Recommendations:

- Introduce laws and legislation that guarantee rights and benefits and encourage investment in Algerian sports.
- The necessity of sports orientation of the state and the people alike and work to invest capital in sports projects, and this is to form a sports community, and this can only be done with a major media intervention.
- The need to raise awareness of the importance of sports investment in Algerian clubs.

- Work on coordination between major Algerian companies and sports clubs in Algeria.

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