

استراتيجيات التسويق الرياضي في تطوير أداء المؤسسات الرياضية
**sports marketing strategies in developing the performance of sports
sinstitutions**

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Abstract :

The Object of the study aims to identify sports marketing strategies in developing the performance of sports institutions in Algeria, for this purpose, we used the method the descriptive approach to On a sample composed of(16) individuals, from employees of sports institutions and experts, Chosen as In random way, and for data collection, we used a questionnaire tool that included many questions that the researcher wants to answer, from sports marketing strategies And its axes After collecting the results and having treated them statistically, we conclude the absence of clear strategies about sports marketing, the study recommended were the necessity of studying and knowing the internal and external marketing environment for each institution, setting goals and regulations for marketing, activating the role of scientific methods in the service of sports marketing.

Keywords: Strategies, sports marketing, sports institutions

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Introduction

The main concern of the different societies of the world today is to keep pace with the scientific and technological development taking place in various fields, where the world witnessed the transformation in various fields due to the spread of technology, which was reflected in the growth and development in all areas of life (Thompson, 2003), and the marketing profession is not Untouched by the development taking place in various fields, where it witnessed a noticeable change in the nature of its qualifications and chances of success (kotler, 1997) , we find economically developed countries interested in marketing for what has a role in development, this is reflected in the remote countries for more interest in marketing by taking advantage of the scientific experience experienced by developed countries. (Benoun, 1991)

Sports marketing has very important roles within the sports community and society as a whole. Here, marketing development has become a very important issue, as marketing in any society is one of the priorities assigned to it, as it affects directly and indirectly in the economy of any society, and the higher the quality of marketing, the greater its contribution to Economic growth and increase in the national product, as it has gone a long way and has become one of the basics of sports construction in the world (L.L. Berry, 1999). And study.

Interest has increased in recent times to study the application of marketing concepts in most institutions of various types. (shibury .D. and western beak, 2003),

In United States of America and other advanced countries of the World, spend their precious hours and hard earned money to market their sports

For effective sports marketing (Mullin, 2000), identified five major objectives of sports marketing on which sports developmental goal is hinged upon or

predicted: to develop infrastructure for sport which includes development of facilities and equipment; to make the sports industry to be self reliant financially and less dependent on subvention from the nation's government; to understand the marketing forces causing the need for enlightened marketing strategies; to identify and understand the obstacles to

marketing strategies in the sports industry and to recognize the factors of sports marketing, also identified motivation, self esteem, competence and socialization as important socio-socio- psychological factors in achieving one's goal.

The study attempted to define the strategy of sports institutions towards effective sports marketing for the development of sports institutions in Algeria.

METHOD

2- Research problem:

Sports marketing strategies are a very important part in developing the performance of sports institutions, (Benoun, 1991). as any country should pay attention to sports marketing because of its very important role within the sports community and society as a whole (Dubois, 2000)., as it affects directly and indirectly in the economy of any society (Dickson, 1992)., but in Algeria sport marketing doesn't follow a clearly defined and appropriate strategy, not in the scientific and studied form, where we find sports marketing in Algeria based on individual jurisprudence with a lack of strategies and plans for marketing, and the lack of interest in many sports institutions within Algeria in sports marketing Hence the researcher's interest in choosing the topic of sports marketing strategies in developing the performance of sports institutions, and does the sport marketing pay a role in developing the performance of sports institutions, and what are the weaknesses in sports marketing that negatively affect sports institutions in Algeria?

Through the foregoing, we have raised the following question: To what extent have sports marketing strategies been achieved in developing the performance of sports institutions in Algeria?

2-1 where the sub-questions are as follows:

- 1- Is sports marketing strategies based on studying the internal and external environment of the institution?
- 2- Do sports institutions in Algeria follow a clear strategy to develop the performance of institutions?

3- Goals:

- 1- Shedding light on sports marketing strategies in Algeria.
- 2- Knowing the weaknesses and strengths of the sports marketing strategies in Algeria.

4- Hypotheses:

- 1- Sports marketing strategies do not adequately study the internal and external environment of sports institutions.
- 2- The lack of a clear-cut strategy in developing the performance of sports institutions.

5- Search terms:

□ Strategy:

Language: A plan, course of action, or plans and activities for the institution (Thompson, 2003)

Idiomatically: It is a set of ideas and principles that deal with one of the fields of any activity in an integrated manner.

Procedural definition: plans and activities that are set by an institution in order to obtain guaranteed objectives.

Sports Marketing:

Language: Marketing is the language of shopping, shopping, shopping, shopping, and selling.

Idiom: It is an opinion poll and the prevailing trends in the market, then directing products and services to conform with the trends (Bonnie, 1994, p. 150)

Procedural definition: It is a process that aims to plan, promote and distribute any product, service or sporting activities that the consumer needs.

Sports Organization:

Language: The word "institution" refers to finding something and is used on the founding thing, such as sports, economic institutions, etc.

Idiata: It is an organization used to achieve goals by selling goods and services (Tobal, 2009, p. 29)

Procedural definition: It is a sports body represented by the Ministry of Sports, the Olympic Committee, sports federations, sports clubs, sports facilities ... etc.

6- Similar studies:

6-1- Study(Ali saleh, p. 128) (Ali saleh, 2018)The title of the study is: "Sports marketing strategy and its impact on improving the performance of sports institutions, the case of Yemeni sports federations."

The study aimed to identify the current status of marketing strategies and their impact on developing the performance of sports institutions, the state of sports federations in the Republic of Yemen, through a realistic field study of sports institutions and federations, and building sports marketing strategies in them based on the Ministry of Youth and Sports, the Olympic Committee and general sports federations.

Where the study sample consisted of (60) individuals from the Ministry of Youth and Sports, experts and individuals from the Olympic Committee, the researchers used the study to conduct a descriptive approach to its suitability to achieve the requirements of this research.

Data were collected using a questionnaire that included many questions on the subject and themes of sports marketing.

The researchers in this study come up with the following results: The absence of clear strategies and policies by the ministry towards sports marketing, and the recommendations came to recommend the need to know the internal and external marketing environment of the institution and determine marketing goals, activating the media in the service of sports marketing.

6-2- (Tobal, 2009): (Tobal, 2009)

The title of the study: "Reasons for Weak Sports Care in Algeria: The Case of Algerian Sports Federations"

The study aimed to know whether sports education is not entrenched among officials of economic institutions on the one hand, and the absence of competition in some economic sectors is one of the reasons leading to weak care process, and is mismanagement and organization in sports federations, and are the current laws and poor media coverage factors that lead to poor sports care And the study sample

included (30) Algerian federations, and the researcher has adopted in the research tools on the questionnaire form addressed to the President of the Federal or Secretary-General, and the researcher used the descriptive approach.

The most important results:

The lack of an established culture of sports sponsorship among the officials of these institutions. From the economic point of view, the economic situation of sponsoring institutions and the absence of competition in some sectors constitute the most important reasons. On the one hand, federations, the lack of effective management and administrative organization is one of the organizational reasons that led to this situation, and from a legal point of view we find that the absence The legal framework regulating this process, and the media aspect is very important in this process through media coverage of sporting events organized by federations.

6-3-study (Pope, 2005)

The title of the study: "Sports Marketing via the Internet"

Where a survey study was conducted on football sites in Australia, New Zealand and England, where he used the survey method, and the study sample consisted of web site officials and experts and the results were as follows:

The use of the Internet is a means of sport marketing and effective management.

The components of management marketing strategies are to define goals accurately.

The presence of new technology in communication and public relations.

The most important recommendations are the use of the Internet that requires future planning and integrated thinking with marketing efforts and marketing activities.

From here, we found it appropriate to divide the research according to the three axes:

The first axis: sports marketing

The second axis: sports marketing strategies.

The third axis: the relationship of sports marketing with development, the performance of sports institutions.

Analysis of studies that:

Through Arab and foreign studies that researchers discussed between (2005) and (2018), where these studies included studies dealing with sports marketing, sports investment, sports marketing strategies, care in the field of sports, where researchers found that the goals of this study come from different In terms of objectives and results, and this is through the objectives we find:

- Developing the organizational and planning policies for sports.
- Explaining the importance of sports investment.
- Knowing the extent of the existence of laws in the field of sports marketing.
- Is the lack of a culture of sports sponsorship among economic institution officials due to the weakness of the sponsorship process.
- The importance of sports marketing via the Internet.
- The effectiveness of financial financing for the main driver of the development of sports clubs.

the descriptive method was adopted, with the use of various tools for data collection, which included the questionnaire and personal interview.

Among the most important results of these studies are:

Weakness in the culture of sports investment among the general community.

- Sports institutions must strategically plan all of their programs.
- The culture of sports sponsorship is not rooted in the officials of sports institutions.
- Using the Internet is an effective way to market an athlete.

The similarities and differences of the current study from previous studies:

- Previous studies did not specify the implementation procedures for the sports marketing strategy.
- Previous studies did not suggest a marketing strategy for sports institutions

7- The first axis: sports marketing

In this axis, we discuss sports marketing through the origins, characteristics and basics of marketing.

7-1- Sports Marketing:

The first use of the term (sports marketing) dates back to 1889 in the United States of America, and the relationship of sport to marketing was before that in the year 1870, A tobacco company in the United States of America famously announced baseball players through cigarette packs, after which ways and methods of advertising and advertising developed, especially as sports economic process and the growth in the field of sports marketing has become great, which made the major commercial companies compete with each other about sponsoring sports events, they have achieved great profits, especially after the introduction of satellite channels, and reports for the analysis of the American economy statistics indicate that the annual income of the sports sector in America has reached More than \$ 200 billion, sports have become a tremendous source of income in the world through sports marketing (Raed Mohammed Al-Sattari, p. 170).

Sports marketing is the development of the concepts of marketing management of sports institutions, where sports institutions and companies producing sporting goods market their sports products to athletes.

7-2- The characteristics of sports marketing:

We find five basic characteristics of sports marketing (Hamdi Ahmed, 2011)1- A market for sport products and services, as sports institutions cooperate with each other as well as compete with each other.

2- Sports product, marketing focus should be on product accessories rather than the primary product.

3- The sports price, we find the price that the athlete pays is small compared to the total cost, and the TV income is often greater than the outcome.

4- Sports promotion, through media, and the desire of companies to partner with sport.

5- Sports distribution system through producing, delivering and consuming the product in one place and time.

7-3- The basics of sports marketing: For the establishment of proper sports marketing, we find it based on the basics through marketing with sports, and marketing in sports.

7-3-1 Marketing with sports: This is through marketing for institutions that do not produce sports products (sports sponsorship, permits, advertisements, and sports stays).

7-3-2 Marketing in sports: we find it in

7-3-2-1 Marketing for institutions that produce sports services: from marketing to sports clubs, marketing to players, marketing to sports teams, marketing to sports competitions.

7-3-2-2 Marketing in institutions that provide sports services: by marketing sports equipment, marketing sports medicine services, marketing sports tourism, marketing sports clothes.

8- Secondly, sports marketing strategies:

8-1 The concept of strategy: is a plan and organized activities that are developed in a way that ensures the creation of a degree of congruence with the mission of the organization and its goals, and between this mission and the environment in which it operates very efficiently.

8-2 Sports marketing strategies in sports institutions:

It is an application of the elements of the plan from setting goals, drawing policies, identifying material and human capabilities and approving procedures, while setting executive and time programs to achieve the goals of the marketing process, and this requires the presence of an independent administrative body that collects internal and external information for the sports institution and related to the investor and the beneficiary and use them to take appropriate decisions to achieve Objectives (Hassan Ahmed, 2006)

8-3 Sports Marketing Planning: Sports marketing planning is carried out in three phases:(Harbaji, 2017) .

8-3-1 Definition of marketing opportunities: It is based on the following steps:

- Analyzing the external environment in terms of audience, intensity of competition, and forces.

Undertake a goal analysis process.

Study information systems for the market and marketing.

- Set mission and marketing goals.

8-3-2 Marketing strategy formulation: through Formulating the basic marketing strategy carried out by sports marketing.

Determine marketing performance methods and measures.

8-3-3 Implementing the strategy: through:

Marketing implementation and coordination.

- Monitoring marketing and evaluation.

The third axis: the relationship of sports marketing with development, the performance of sports institutions.

9-1 The importance of sports marketing in terms of economic institutions: The importance of sports marketing in economic institutions can be mentioned in the following (Ali saleh, 2018)

Increase the sales volume of the Foundation's products.

- Polishing the image of the product at the consumer.

- To highlight the role of the economic establishment in its contribution to the development and development of activities.

9-2 The importance of sports marketing in terms of sports clubs: Sports marketing in sports clubs is of great importance through:

- Upgrading the level of sports activities, and attracting the public towards exercising.

- Upgrading the level of education and training, and sports promotion.

Providing needs for sports activities and sporting products.

Achieving the financial return to increase the sports organization's imagination.

Work to determine the type of sports service that the sports club can provide.

9-3 Sports marketing and its relationship to development: the performance of sports institutions:

The relationship of sports marketing in developing the performance of sports institutions by working to increase the capital of the economic institution, and increasing its resources by operating and exploiting the money in a sports project (a sports club ...), to invest in it for the purpose of marketing as one of the primary means to implement the sports development program, where We find marketing invest in several sectors in several forms (marketing of advertising rights, television marketing, marketing of championships and sports matches, marketing of players, marketing of sports facilities, marketing of services to the public). (Ali saleh, 2018)

Statistical analysis

10- Research methodology and field procedures

10-1 Research Methodology: The researcher adopted the descriptive approach because of his ability to describe the phenomenon he is studying and to identify the strengths and weaknesses, which is the appropriate approach that achieves the goals of the study

10-2 Research community and sample: The research sample was chosen randomly, consisting of the research community from some officials of sports institutions (10), marketing experts (6).

10-3 Areas of research:

10-3-1 Spatial domain: Ministry of Youth and Sports, Olympic Committee, Institute of Physical and Sports Education, University of Algeria 3.

10-3-2 Time Range: The study period is from 01/10/2020 to 02/30/2020.

10-3-3 The Human Domain: A sample of experts from the Institute of Physical and Sports Education, officials from the Ministry of Youth and Sports, officials from the Olympic Committee.

11- Data collection tools:

11-1 Research tools: The researcher designed a questionnaire in the light of the various information available from previous studies, which included many questions that the researcher wants to answer, on the subject.

11.2 Statistical methods:

The researcher used statistical treatments appropriate to the nature of the research data, through the use of a computer for the statistical program spss, and they were as follows:

- The mean and the standard deviation.

Frequencies and percentages.

Correlation coefficient (Pearson) to calculate the internal consistency of paragraphs.

Alpha Cronbach coefficient for stability.

12- The Validity and Reliability of the Tool:

To ensure apparent honesty, the researcher intends to present this tool (the questionnaire) in its initial form to a group of arbitrators, experts, and specialists.

Table No. (1) Expert opinion poll on the veracity of the axes of the questionnaire n = 7

The axis	Axis title	k	%
The first axis	Sports marketing strategies to study the internal and external environment of the institution	7	90%
The second axis	Sports institutions in Algeria and its strategy to improve the performance of institutions	7	95%

Expert opinion poll on the veracity of the axes of the questionnaire n = 7

Table (2) shows the stability coefficient for the axes of the questionnaire

The axis	Coefficient of stability
Sports marketing strategies to study the internal and external environment of the institution	0.66
Sports institutions in Algeria and its strategy to improve the performance of institutions	0.72

shows the stability coefficient for the axes of the questionnaire

Scale correction To analyze the data and test the hypotheses of the study, the five-point Likert scale was used to answer the paragraphs according to the following degree: score (1) strongly disagrees, score (2) expresses disagreement, score (3) expresses medium, score (4) expresses Agree, a score of (5) expresses strongly agree, and the interpretation of the arithmetic averages of the estimates of the study sample individuals on each paragraph of the questionnaire and on each of its fields The following statistical criterion was used and shown in Table No. (3):

Table 3. the arithmetic mean of the variables contained in the study model

Intensity	1	2	3	4	5
Level of approval strongly	not agree	Medium	Agréé	Strongly Agree	Désagréer

the arithmetic mean of the variables contained in the study model

2.4. Statistical Analysis

As for the limits adopted by this study when commenting on the arithmetic mean of the variables contained in the study model, they are to determine the degree of approval, the researcher has defined three levels (high, medium, low) based on the following equation:

$$\text{Length of Period} = (\text{Upper Limit Alternative} - \text{Minimum Alternative}) / \text{Number of Levels}$$

Table (4) Pearson correlation coefficients between responses to paragraphs axis of sports marketing strategies on studying the internal and external environment of the institution and the total degree of the field to which it belongs and the total degree of the axis

The number	Correlation coefficient with domain	Correlation coefficient with the axis as a whole
1	0.73	0.78
2	0.88	0.86
3	0.87	0.82
4	.060	.051
5	0.72	0.62
6	.069	0.63

Pearson correlation coefficients

Statistical function at the significance level $\alpha \leq 0.01$.

- It is noted from the data in Table (4) that the values of Pearson's correlation coefficients between responses to the paragraphs are a field. Sports marketing strategies are based on studying the internal and external environment of the organization and the total degree of the field to which it belongs and the total degree of the axis ranged between (0.60 - 0.88), The criterion of acceptance of the paragraph has been adopted that its correlation coefficient with the domain and axis as a whole is not less than (0.30), which indicates that the paragraphs have a good discriminatory significance, which indicates the sincerity of building the paragraphs.

Table (5) Pearson correlation coefficients between responses to the paragraphs of the axis of sports institutions in Algeria and their strategy for developing performance and the total degree of the field to which it belongs and the total degree of the axis

The number	Correlation coefficient with domain	Correlation coefficient with the axis as a whole
1	0.86	0.86
2	0.72	0.68
3	0.65	0.71
4	.084	.071
5	0.73	0.62
6	.067	0.62

Pearson correlation coefficients between responses to the paragraphs

It is noted from the data presented in Table (5) that the correlation coefficients of Pearson between the responses to the paragraphs of the field of sports institutions in Algeria and their strategy for developing the performance of institutions and the total degree of the field to which it belongs and the total degree of the axis ranged between (0.65 – 0.86). The acceptance of the paragraph that its correlation coefficient

with the domain and the axis as a whole is not less than (0.30), which indicates that the paragraphs have a good discriminatory significance, which indicates the sincerity of building the paragraphs.

RESULTS

Presentation, analysis and discussion of results:

Presentation, interpretation and discussion of the results of the first field, Sports Marketing Strategies on studying the internal and external environment of the institution.

The arithmetic averages and standard deviations of the responses of the study sample individuals from the paragraphs of the field "Sports Marketing Strategies on the study of the internal and external environment of the institution." And the domain as a whole

Results came: explain shows that the arithmetic averages of the study sample's responses to the paragraphs of the field of sports marketing strategies on the study of the internal and external environment of the institution. It ranged between (2.94-3.09) with an average role for all paragraphs, paragraph No. (1) came in first place, which reads: employing marketing to improve and raise competition between clubs, with an average of (3.09), and came second in paragraph No. (2), which reads: Take into account Knowledge economy, diversity in teaching strategies in curriculum building, with an arithmetic average (3.08), followed by Paragraph No. (3), which reads: The sports institution possesses strategic planning capabilities (3.06), and in fourth place came Paragraph No. (4) which reads: Existence of a future vision for planning and developing institutions (2.96), Paragraph No. (5) reads: Existence of a sports marketing watchdog in the sports institution ranked fifth with an arithmetic average (2.95), and it ranked sixth last Paragraph No. (6), which reads: Having high qualifications in sports institutions encourages innovation and innovation , With a mean (2.94).

It also appears from the table that the arithmetic mean of the field as a whole reached (3.01) with an average role, indicating that there is a near-lack of strategies for sports marketing in studying the internal and external environment of the institution from the viewpoint of the sample members.

The second area: the strategy of developing the performance of institutions.

The results also showed about were about shows that the arithmetic averages of the responses of the study sample about the paragraphs of the field of sports institutions in Algeria and their strategy for developing the performance of institutions ranged between (3.07-3.24), as no paragraph obtained a high evaluation score.

The results show that the rest of the paragraphs related to this field were of a moderate degree. Paragraph No. (1) has occurred and reads: The existence of regulations for the self-financing of sports activities (3.25). Paragraph No. (5) reads: Marketing scientific research for the benefit of sports marketing (3.24). Paragraph No. (2) followed which reads: The existence of a special budget for each institution Mathematics for Sports Marketing (3.20), Paragraph No. (3) came and reads: Conducting training courses for sports marketing, with an arithmetic average (3.19), and Paragraph No. (6) and its text: the existence of legislation and regulations that serve sports marketing is ranked fifth with an arithmetic average (3.10). Paragraph No. (4) came in last place and the text was: Employing the best expertise to develop sports marketing with a mean of (3.07).

The table also shows that the arithmetic average of the field as a whole reached (3.20) with an average role, which indicates that there is a weak role for sports institutions in Algeria in terms of their strategy for developing the performance of institutions from the viewpoint of the sample members

DISCUSSION

After reviewing the research topic theoretically and practically, we analyzed the results of the questionnaire and discussed the results

After verifying the partial hypotheses, we find Results are also reported in a study (Karilis, 2003)

There is a lack of efficient and effective implementation of marketing strategies required by sports institutions, By analyzing the results of the questionnaire and looking at the results, we find that: Sports institutions that develop marketing strategies are not interested in studying the external and internal factors of the marketing environment. From here we can To say that the main hypothesis has been fulfilled, which is: There is a lack of efficient and effective implementation of marketing strategies After

carrying out the theoretical study related to sports marketing strategies, and after the field study that aimed to get closer to the ground of sports institutions and sports federations, and after analyzing the data, we found the following:

- No interest in the various sports federations and institutions for the external and internal environment
- There is no marketing vision for sports institutions.
- There are no specialized cadres in sports marketing.
- Sports establishments do not have highly qualified personnel.
- The lack of a clear database of the institutions, their activities and their marketing objectives
- Marketing objectives are not clearly defined by the management of the institution.
- Economic factors influence sports marketing strategies.
- Lack of clarity of legal regulations towards sports marketing or sports sponsorship.
- The state does not deal with sport with an economic and investment mentality.
- Not setting a budget for marketing sports activities.

Lack of interest in the quality of marketing activities by sports institutions.

- Institutions do not promote good marketing services.
- There is no media spread, such as the press, television, websites, etc., for the activities of the sports institution
- Sports institutions are not interested in broadcasting summaries of sports competitions on their websites.
- There is no demand for international institutions to buy news material from the sports institution, except for football activities.

Sports institutions are not interested in evaluating and following up the sports marketing plan.

CONCLUSION

Through the results obtained, it answers the problem of the study in the extent of weakness in achieving sports marketing strategies in developing the performance of sports institutions in Algeria.

The results are as follows:

- 1- Sports marketing strategies are not based on sufficiently studying the internal and external environment of sports institutions, and from it the first hypothesis is fulfilled.
- 2- The lack of a clear-cut strategy in developing the performance of sports institutions, and from this the second hypothesis was fulfilled.

The absence of sports marketing strategies in studying the internal and external environment of the institution.

Sports institutions in Algeria do not follow any clear strategy for developing the performance of institutions.

The absence of a clear strategy towards sports marketing.

- The absence of legislation and regulations that serve sports marketing.

Lack of setting clear goals and policies towards sports marketing.

Weak marketing in improving and raising competition between clubs.

PRACTICAL APPLICATION

Among the suggestions put forward by the researcher

- Study the environment (internal and external environment) well for sports institutions while organizing regulations and laws that serve sports marketing.
- Establishing a clear and innovative strategy for planning the various sports activities of sports institutions in order to improve sports marketing.
- Paying attention to training and qualifying cadres specialized in the field of sports marketing so that the performance of sports institutions can be improved.

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