

# Algeria: Impacts of Sport Tourism Events. The Case of International Half Marathon of the City of Béjaia



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**Abstract** The study of sport tourism in Algeria is characterized by scarcity, and the sporting event is completely nonexistent, given that sport tourism is tourism of event. Therefore, through Bejaia international half marathon, we attempt to understand the nature of the phenomenon at the level of demand and supply, and the effects related to sustainable development on the city. Despite our commitment to the methodology agreed with the international work team, direct observations were also resorted to, and the dialogs were expanded due to the scarcity of information and legal obstacles. The results revealed the existence of a gap between supply and demand, and various opportunities enjoying investment. On the other hand, there is a high focus on improving the quality of organization by organizers and municipal officials with a competent vision, in the absence of measurement indicators for the economic, social, and environmental impacts related to the sporting event.

**Keywords** Algeria · Half Marathon · Small scale Sport Tourism Event · Sport Tourism · Triple Bottom Line

## Introduction

In the midst of the distinction between a pile of bricks and real edifice (Weed, 2005), concepts related to sports tourism still seek to build its knowledge boundaries, by reaching of answers to a range of questions, which may contribute to the

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recognition of sports tourism as an independent scientific field (Pigeassou, Bui-Xuan, & Gleyse, 1999). However, evaluative research on this path through an epistemological approach continues to insist on further analysis and cognitive clarification (Van Rheenen, Cernaianu, & Sobry, 2017). However, there are those who advocate being more practical based on the five basic directions of sports tourism proposed by Kurtzman (Gammon, 2015; Gammon & Robinson, 2003; Kurtzman, 1995, 2005). However, three out of five of the main trends directly affect sporting events. In addition, there are those who consider sporting tourism as event tourism (Deery, Jago, & Fredline, 2004). With the increased interest in the sporting event academically and governmentally, the trend began towards renewing conceptual perceptions related to the sporting event (Turco, 2012; Wise & Harris, 2017; Melo & Sobry, 2017).

There are numerous effects of the organization of the sports event (Getz, 2009), beginning with the political, ideological, and social influences (Benabdelhadi, 2016; Wahl, 2004). Nevertheless, the event that contributed to the focus of studies on the economic impact of the major events for the subsequent 20 years was the Los Angeles Summer Olympics of 1984, in which the Olympic flame path was sold up, and the economic impact of the event lasted for five years on the city. This was the first case of a profit-making Olympics (Dashper, Fletcher, & McCullough, 2014; Fontanel & Bensahel, 2001; Tomlinson, 2006). However, this momentum has tended to be positive in the proposition (Rojek, 2014), which has neglected the negatives that can be associated with major events, including high economic cost, institutional corruption, falling into the trap of large indebtedness, population displacement to create the required infrastructure (Gibson, Willming, & Holdnak, 2003; Jennings, 2011), (Gratton, 2006; Hiller, 1998). In addition to questioning the credibility of the expected incomes (Preuss, 2006), this disturbing rush to the colorful picture and overlooking negatives was categorized by C. Rojek as the efforts to stack more bricks (Rojek, 2014). Gibson in front of these shortcomings or negatives that characterize the sporting event considers it important to look at a part of the small-sporting market (Gibson et al., 2003), also insisting that there is an untapped opportunity at the level of small-sporting events.

Based on several researches, Higham is one of the firsts to identify the small-sporting event (Higham, 1999), which is known as regular sports competitions during the season: ice hockey, basketball, football, rugby tournaments, national matches, local competitions, master sports (Higham, 1999). Through the above, Daniels and Norman (2003) have been able to support the advantages of Higham's small-sporting events: exploitation of existing infrastructure, low burdens on public funds, low bargain offerings, and low impact on population movement. These advantages, on the other hand, are disadvantages accompanied to organizing large or specific sporting events, or Hallmark. However, the large-sporting events are known by increasing tax pressure on city resources (Ritchie, 2005), as well as the emergence of a perception that the economic impact of a small-sporting event may

be better than a large-sporting event (Agha, 2015). Over the last 20 years, the small-sporting event is studied from many angles, beginning with the economic impact (Daniels & Norman, 2003; Veltri, Miller, & Harris, 2009; Wilson, 2006). Marketing approach: by studying tourist behavior, customer satisfaction, and loyalty (Gibson et al., 2003; Kaplanidou & Gibson, 2010; Shonk, Greenwell, & Won, 2012). Strategic Approach: Portfolio Study, Stakeholders (Pereira, Mascarenhas, Flores, & Pires, 2015; Bazzanellaa, Petersa, & Schnitzerb, 2019), as well as the social approach based on the study of social impact, the dynamics of volunteers (Taks, 2013; Kerwin, Warner, Walker, & Stevens, 2015). Despite that most of the studies related to the small-sport event are seeking to highlight on its recommendations of the positive effects resulting from the organization of the small-sport event, there is a fear of falling into the trap of exaggeration or disappearance as indicated by C. Rojek (Gammon, 2011; Coalter, 2007).

Nevertheless, the reversal of disappearing is the search for sustainability, which is mentioned by Gibson et al. (2003), by searching for the foundations of the consolidation of the concept of sustainable development on small-sports events level. Moreover the diligence in reducing the levels of academic uncertainty in the sustainability of tourist destinations sports (Hinch, Higham, & Moyle, 2016), which is a support for a wider perception. In addition, on contributing to local sustainable development through sport tourism (Sobry, 2016), which aims to create economic, social, and environmental well-being (Gibson, 2018), the attention to the strategic dimension according to Weed (Weed, 2018) may contribute significantly to the desired goal.

## **Objective of the Study**

This chapter aims to highlight the importance of promoting the organization of half-marathons at the level of small towns, as well as to understand the perceptions of a part of the stakeholders represented by organizers, municipal officials, runners, in the context of sustainability approaches, which focus on the social and economic aspects in addition to the environmental aspect. It is an opportunity on the other hand for the first time at the level of sports tourism, by comparing the phenomenon under study with its European counterparts and Anglo-Saxon, which opens the appetite to support the foundations of comparative approaches in the future.

## The General Framework of the Study

Although more than 30 years have passed since the country adopted the market economy, diversifying the economy outside the hydrocarbons sector, in which the period 2004–2014 knew the infrastructure modernization, human resource development, low poverty rate, and low unemployment, but things are still the same in this regard. Nonhydrocarbon exports were 2.7% and fell to 1.5%. The sector's contribution to GDP exceeded one-third, as if we are talking about a body that has grown dramatically, but its fat is excessive. Thus, the sector became a burden on itself and on those who are under its responsibility. Politically, the discourse that the country must not be under the hydrocarbons dependency and the diversification of the economy rises whenever oil prices enter a chronic decline and vice versa. However, the diversification of the economy became over time inevitable. The tourism sector is one of the strategic sectors that will rely on to diversify the economy. The tourism share of GDP remaining stable since 2006, and began experiencing some kind of slight recovery since 2015 until 2017, from 1.3% to 2%. There is an ambition to raise the ratio from 05% to 06% by 2030.

Algeria has witnessed a remarkable development in the number of tourists foreign and Algerian migrants, totaling in 2008 about 1,747,110, and increased to 2,450,785 tourists visited the country in 2017, registering a growth rate of 20.17% compared to the previous year. According to the Ministry of Tourism and Handicrafts, the number of foreign tourists reached 1,708,375 in 2017, a growth rate of 29.16% over the previous year. The tourists of the Algerian migrants were about 7,421,010 in 2017, a growth rate of 3.58% compared to 2016. The total tourists are divided into three parts according to the goal of the trip: 14,024,243 tourists engaged in leisure tourism, which represents 86%. For the rest, it is divided between business tourism by 186,233 tourists, and tourism in the framework of work mission estimated at 4899 tourists, representing respectively rates of 14% and 0.29%. The revenue of \$ 140.5 million was achieved in 2017, with the target set to reach 11 million tourists by 2030, with an estimated revenue of \$ 8800 million.

Sports are a form of entertainment, with the exception of the small percentage of professional athletes, as well as some nonrecreational motivations that can be involved in travel, but even these exceptions generally find themselves benefiting from the recreational facilities of their destination (Veal, 2017). The results of the study conducted by Nielsen Sport on the nature of sports consumption in Algeria, give a positive perception of the state of sports in this country, especially as the proportion of young people more than 75%, with two to three have an interest in sports. In addition, 57% are interested in the sports scene on television, 37% are interested in sporting events, with six out of ten sports sponsorships (Lalande, Vivier, & Abdelaziz, 2014). However, it is deeply troubling that exercising sports at university represent 1%. The world champion of 1500 AD Hassiba Boulmerka embodied this concern, "We were 30,000 licenses when I was running, today they

are only 3000 licenses, therefore we are facing a sports system that does not teach nor learn” (Lalaoui, 2015). This was because of a sports system that was not built through a diagnosis of the Algerian sports reality (Benabdelhadi, 2016), So very interesting question raises: Is there a sports system at all (Bouchet & Kaach, 2004). Previous scenarios tend to highlight the gap that exists between a society looking for sporty consumption and a sports system, which is inconsistent with this demand.

With regard to the pairing between tourism and sports in Algeria, there has been political will since the first government was established after independence, where a Ministry of Youth, Sports, and Tourism was established, headed by Abdelaziz Bouteflika (Fates, 2009). This is not a coincidence given the auxiliary interactions of an ideological and economic dimension during the colonial period (Zytnicki, 2013), as well as the use of tourism with sport in support of political struggle and adherence to identity (Benabdelhadi, 2016). At present, it is noteworthy that sports tourism has been referred in the reports of the National Plan for the Preparation of Tourism 2008–2018 only once. Even in the foresight report for 2018–2030 consisting of 300 people, sports tourism was mentioned twice. This neglect was also observed in the regional sessions of tourism in assessing the first phase, so that sports tourism was not addressed in discussions and recommendations, with a focus on cultural tourism, although the interests of Algerians in sports in general and the sports scene ranked third and fourth. Academically, there is no harmony with the interesting figures, there is a lack of explicit highlighting on this aspect, which makes what has been accomplished academically completely inadequate (Sidi Maammer & Maloum, 2008; Siagh, Bengriana, & Benabdelhadi, 2015). Therefore, this study can be considered as the first work that can be seriously built upon in understanding the phenomenon of sports tourism in Algeria.

## **Bejaïa Half Marathon**

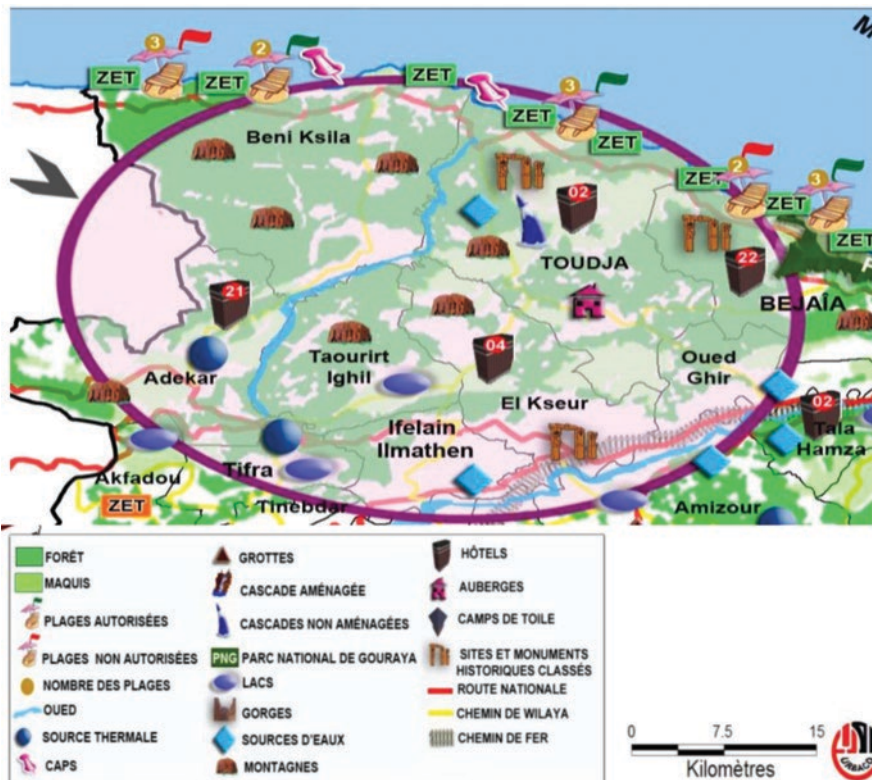
Béjaïa is an Algerian city overlooking the Mediterranean Sea from the north and east, with population of more than 178,000 inhabitant and with density of 1480,5 inhabitants per square kilometer. Béjaïa occupies an area of 1222 hectares and it is about 200 km away from the capital Algiers. According to the Köppen Index, Bejaïa is Mediterranean climate. Due to its geographical location, it is considered the most important industrial pole in Kabylie region, especially in petrochemistry, chemistry, in addition to the traditional industry and tourism. The city is classified as the most visited cities in the country due to its civilization legacy from the Roman era. On the outskirts of the city, there are natural areas such as Gouraya Park, as well as agricultural areas in the plain and Valley of Soummam. Bejaïa has a coastal strip featuring a fishing port and another commercial, as well as an international airport. According to municipal officials, the city is the first tourist destination for expatriates and Bejaïa province attracts six million tourists.

The geographical location of the city of Bejaïa.

### The geographical location of the city of Bejaïa



The main plan for the tourist development of Bejaïa City (2015).



Bejaïa half Marathon in its 11th edition on May 2nd 2016 that was organized by the Association of Bejaïa Club of Mediterranean sports, which is a member of Association of International Marathons and Distance Races (AIMS). It is among the seven major races approved by the Algerian Athletics Federation (AAF), with the support of the municipality, the provincial administration and the Association of Athletics in the region. Bejaïa half Marathon is an international race with 5344 participants, of whom 500 are women, 1544 participated in the category of 21 km, in which 17 foreign athletes, the rest of the participants were from 48 provinces. There is an evolution compared to ninth and tenth edition, in which the participation of 34 provinces. This evolution is primarily due to the mental image of organizational reputation compared to similar events in other cities, in addition to the improvement of the communication methods. More than 55% were informed by social media and Internet, and 12% by specialized magazines, according to the official organizers, bearing in mind that 36% of the Algerians are interested in the sport of running after football and swimming.

Beside the Bejaïa municipality, 300 volunteers support in organizing the Marathon. Volunteers were in line with the municipality's vision of promoting the city. The organizers and municipal officials believe that their city deserves a better place due to its ancient history and civilization legacy, which they spoke about extensively, especially in the Middle Ages and its position as a beacon of science. They are proud of the famous sociologist Ibn Khaldoun, and the mathematician Fibonacci who studied in Bejaïa and introduced Arabic numerals to Europeans, Leonardo da Vinci who studied mathematics at Bejaïa University. In addition, the commemoration of the Prince of Austria Empire Louis Salvador for the magic of the city in his book entitled "The Pearl of North Africa", which is the first tourist guide for the city. They are also proud of how women were crowding and debating men at the Bejaïa University. Therefore, they believe that the Marathon can contribute to the promotion of the city within the context of a sociocultural approach, while noting the omission of the economic approach that may be embodied by the organization of the marathon that makes us in front of a somewhat traditional look. On the other hand, the marathon organizers confirm they are still looking for solutions to organizational problems. This traditional model reminds us of the Alton May experiences in Hawthorne. Previous perceptions tend more to focus on efficiency rather than effectiveness, neglecting the economic advantages that can be achieved by organizing the marathon, and getting away the levels of maturity of the organizational culture due to the modernity of the experience.

Bejaïa Half Marathon path includes the most tourist attractions in the city.



The tendency of not adopting an economic approach is highlighted by the 02-euro (€2) registration fee. According to the organizers, this revenue is to cover the costs of buying phone chips installed on the participants' shirts to monitor their commitment to the racetrack. The prizes are awarded between € 37,348 and € 3361 for men, between € 18,674 and € 1.439 for women. The prizes are awarded to top ten finishers. Moreover, part of the budget allocated to invite guests, stars, and organizing an international conference in sports medicine on the sidelines of the marathon.

Although the marathon was funded by both public and private sector, the municipality is the main sponsor, especially in this edition. So that the municipality granted permanent headquarters to the association, the infrastructure, logistics support equipment, and organizational tools, in addition to harnessing the municipal human resource.

Beside the municipality, the event is sponsored by 12 sponsors, in which seven are private, local companies, and branches of national companies, as last editions. Three individual sponsors provided funds for organizing the event as well as prizes, the rest have contributed to the provision of equipment. However, sponsoring contracts are renewable annually through negotiation according to the organizers.

The marathon Village is located in a public park, which is the second station for registration of participants. Whereas the headquarters of the association was the first station for registration, but the village site is far from the beginning and the end of the race, more than 2 km. Despite the fact that the village contains commercial and communication spaces, it is limited to the sponsoring companies, especially the local ones. This limitation in the economic partners who exploit the exhibition space does not correspond to the high dynamic of the commercial activity in the city.



Usually the distance between the starting point and the end of the race is characterized by the availability of business booths with activities related to the event and spent leisure time in general. In the case of Bejaïa marathon, the distance is too short, less than 60 meters. The racetrack has a small tribune for the marathon guests, a podium, and no trace of any business.

About the hosting facilities in the city, there are 22 rated and nonrated hotels with a capacity of 1591 beds. In a partial survey four days before the race date, for hotels on a range of 2 km from the starting area, we discovered that reservations were closed the day before the marathon. On the other hand, during the process of the race registration we revealed that there is neither the promotion of the hosting places and the city attractions nor tourist leaflets.

According to the agreement among the partners of this research project, the focus was on the race half marathon organized in small and medium-sized cities, where the number of participants are from 2000 to 10,000 racers.

The Algerian team chose to study the semimarathon of Bejaïa city because it is the most famous and organized compared to similar events in Algeria, according to the race sport professionals in Algeria, in addition it complies the required standards.

A range of research tools have been adopted which we believe can significantly contribute to achieving the goals of the study: a general questionnaire directed to the participants in the race; a semistructured interview with officials of Bejaïa municipality; an interview with the event's organizers; a direct observation of the event site; the behaviors of the event's organizers.

Four days before the event, we met four members: president of the association, financial manager, information and equipment, and logistics managers. The meeting with the new association was held at its headquarters in the municipality stadium, the meeting lasted about 45 hours. The vice president of the association and marketing manager were interviewed for about 45 minutes, the day before the event in marathon village. In addition, we held one-hour interview with the financial manager (municipal officials) at the association headquarters.

Based on an agreement with the project partners, the questionnaire was distributed electronically. In order to get the most answers, we entered into prior negotiations with the organizers to facilitate and support the process, but we were confronted with the problem of Privacy Law and personal information. Finally, it was agreed that the questionnaire would be submitted to Facebook page of the marathon, as well as to support the process by the organizers and the group of participants in the forum of sports medicine. To get more participants in the process, we resubmitted the questionnaire on the most followed Facebook page in the city.

## **Analysis of Participants' Survey**

### ***Special File for Sample***

The size of the random sample consists of 165 respondents (N = 165). The sample represents about 11.44% of the total runners (87.3% men and 12.7% women). About 30.3% of respondents aged between 25 and 34 years old, 23% between 35 and 44 years old, and they together make up 53%, consistent to a large extent with the general national context of sports exercise.

The sample study included only five foreign participants (out of 17 foreign participants in the race), representing: Tunisia, France, and the USA. Due to the imposed regulations by the organizers, we were unable to collect the views of the rest of foreign participants.

Unmarried respondents account for 57% in which 56.4% have a bachelor degree whereas the married respondents represent 37% in which 45.9% have bachelor degree. On the other hand, 91.8% of married men are employees, 67.2% of them are staff, 71.2% of the single respondents are students, and employees earn less than 180 Euro per month. While 43.9% of the married are divided to three equal groups of incomes, the first groups are between 180 and 300 Euros, the second between 750 and 900 Euros, and the third groups have more than 1500 Euros per month.

### **A National Race**

The nonresident participants in the city accounted for 69.7%. Respondents belong to 25 regions. About 22.9% came from the city of Algiers, which is about 200 km away, noting that 48 local regions are participating in the race according to the organizers. In terms of transport, 56.4% of the participants used cars in their transport, followed by the bike with 18.8%, the bus 16.4%. Out of 31 respondents, 13 respondents who used the bike came from places less than 40 kilometers from the Bejaïa city. About 20 respondents of bike users are students and employees most of whom had a monthly income of less than 180 euros. Out of the 27, 19 respondents who used the bus have many characteristics of those who used the bike.

### **Loyalty Is Strengthened**

Majority (63%) of the respondents said that it was not the first time they participated in the race, although 34.5% did not specify the number of participation times, but 49.7% of the respondents participated from 1 to 4 times, followed by 25.2% from 5 to 11 times. It is noted that 70.2% of those who participated more than once moved from areas away more than 40 km. For the number of participations, in the race of 2015, range from one race to 40 races, with the main participating bloc from 1 to 4 times at 46.7%. In addition, 20% who declare that they participated but did not

specify the number of participation. About 78.8% confirmed their willingness to participate again in the race, with 20% still undecided to participate.

### Irregular Travel Group

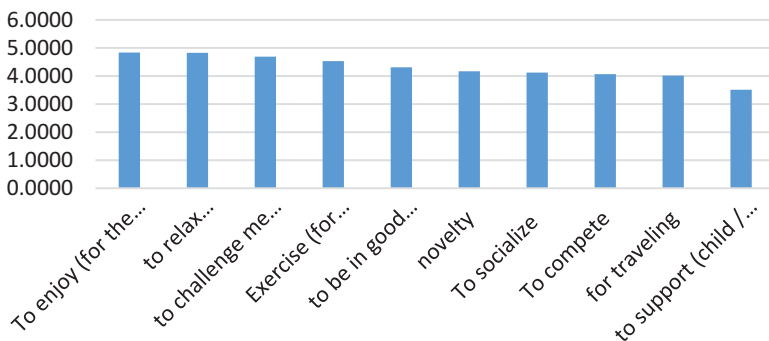
Travelling in groups is the predominant feature of the participants in Bejaïa half Marathon. By numbers, 82.4% of the participants travelled in groups in which 60% with friends, 22.4% with family whereas 15% with club. Therefore, the irregular travel groups were the predominant category of participants. The travel group ranged from one to seventy, but the basic mass of a travel group was between one and four persons account for 44.2%.

With regard to residence, 65.5% of the participants spent at least one night in the city, 87.2% spent from one to two nights, and 7.9% spent three nights. About the place of residence, 43.6% used hotels, 22.4% used homes of their friends and relatives. The reasons for choosing this event has tended to quality regulation by 49.7%, while there is clear neutralizing of the reasons for tourism and the proximity of the place of residence by 14.5% and 10.9%, respectively.

### The Motives of the Participants

According to the preliminary reading of the motives of the participants found 25% did not show their opinions in this section in one hand. On the other hand, the state of ambiguity and complexity characterize the most important axes of this section due to the close convergence of results, based on observing the average scores.

#### The motives of participating in the marathon



We found that the motives of helping others were not within the beliefs of the participants and ranked the last. The ratio of 76% of respondents rated motivation between first and fifth-degree. Unlike Bruno Heurbi, the world champion of a

100 km ultra-marathon and his team members, who were interviewed on the sidelines of the race and the Forum, participated for the third time consecutively in order to help the rest of the racers to cross the finish line. That was on the footsteps of the French marathon champion Dominique Chauvelier idea launched in 1998. The second set of motives of 66% begins with the motive of knowing the traditions, cultures, and protecting the monuments confined between the first and fifth-degree. This is followed by the motivation to search for competition, motives related to the search for the development of social interactions with others, the search for renewal, and at last maintaining health. The third group, which its averages confined between the fourth and fifth degree, we found the motivation to improve performance, the challenge of ability. The second motivation is to find space to relax and change the daily routine. In the last, the search for the enjoyment topped the motives of the sample, see Fig. 01. It is noticed through the participation motives that the most positive package reflects a tendency to achieve self benefits primarily. Comparing the results, especially the first four motives to the Algerian individual's motives for exercising sport in general, we find the convergence of three out of four motives.

### **Participants' Expenses**

Because the nonresidents in the city represent 69.7%, the expenses varied according to the respondents. The accommodation expenses were at the forefront, the food second, and the expenses of the trip came in third place, followed by the equipment, finally, the registration rights that estimated at 2 euros. Noting that 34.5% of the participants overlooked the registration rights, which were unrealistic according to organizers.

Concerning the quantification of expenses, the basic mass of the respondents, estimated at 26.6% spent between 7.53 and 45.16 euros on travel, 18% spent from 5.27 to 30.11 euros on accommodation. Whereas, 33.8% spent from 7.53 to 45.16 euros on eating and drinking, and 16.2% spent from 3.7 to 26.34 euros on commemorative purchases. Noting that no other expenses were covered which is unrealistic.

It is noticeable that there is a discrepancy between the order of expenses and the quantization of expenses, due to the disparity in the number of respondents, that decreased by 34% in the second section.

### **The Tangibility of Participants for the Environmental Protection**

A minority (24.2%) of the respondents felt the efforts of the organizers in mitigating the environmental impacts associated with the event. The efforts were emerged by encouraging residents not to use their car from 7:30 am until mid-day through distributing small flyer to car users a day before the event. In addition, the largest

industrial complex in the city ceased to emit carbon emissions from its chimneys on the day of the event. The complex is a sponsor of the event. While 39.4% did not notice the efforts by the organizers due to the absence of garbage cans throughout the racetrack, especially at the finish line, as the racers benefit from fruits and drinks for recovering energy, there are no places to get rid of waste.

The organizers admit the importance of taking into account the environmental aspect that was the main reason for the lack of improvement in the event classification by the Association of International Marathons and Distance Races (AIMS). Despite the efforts of the organizers to strengthen the organized association, according to the vice-president of the association, the bet will not succeed if the other stakeholders do not realize that interest. It is noticeable that more than 200 m of the racetrack pass near a trench that is characterized by high water pollution, and the random spread of waste, especially plastic. The elimination of such phenomena is the responsibility primarily of the municipality, the organizers, and then the population.

Concerning the use of green card related to the sport event, the information is extremely poor with either the organizers, or the municipality officials about this concept. However, after some brief explanation to improve the environment protection from the effects and residues related to the event, the stakeholders expressed their readiness to adopt this mechanism to improve the event organization in the future editions, but the municipality services did not initiate to clean up the event sites immediately after the end of the event.

### **Marathon as a Supporter of the City Tourist Attractiveness**

The participants who are looking for fun, in addition to relaxing and breaking the daily routine, were more oriented to look for leisure time and eating out as accompanying activities for the sporting event. With an assessment of the organization of the event by 49% between the fifth and seventh grade, we find that there is a clear tendency and attraction of the city through the willingness of 78.8% to participate in the event for another time, and 65.5% shown their ability to participate in any event organized in the city. Moreover, there is a positive tendency of 71.5% to visit the city another time for tourist purposes.

Organizers as well as municipality officials believe that the event can achieve an economic impact in terms of tourism at the local and regional levels, given the distinctive tourist attractions that are abound in the region. However, the municipality officials are unaware of the indicators on which the impact of tourism activity is measured economically, including the Tourism Multiplier Effect Index. On the other hand, there are no multiapproach plans despite the inclusion of the city within the tourism pole of excellence for the central regions.

## Discussion and Conclusion

It is true that one of the main objectives of this study is the attempt of contributing to understand and benefit from the dynamics of the small-sport event model in North America, and work to activate its mechanisms in Europe, but we think it is important to stand on the supportive approach to this model. In the United States, the social structure was built on a liberal basis, with a boom in civilization since the nineteenth century that created a society, which led over time to the development of a profit-oriented sports system (Lobmeyer & Ludwig, 1992). This has created a clear disparity on the economic level, primarily compared to the European side, which is mainly due to the division of European sports models into four models, the closest to the American model being the English and Irish models (Henry, 2009). The diligence of the European Union in overcoming obstacles related to governance systems, structures, and ownership, the financing of championships on the one hand, the negotiations and broadcasting and media rights, and marketing sports competitions on the other hand. All these contributed to support the commercial logic, taking into account the specificity of the national values in EU countries. Moreover, the effects of declining interest in the health dimension and declining rates of sports for the all (Benabdelhadi, 2016), while not neglecting the attempts to approach the concepts, focusing on similarities (Barrie, 2012; Van Bottenburg, 2013). However, we are still talking about an open American model and a restricted European model. We believe that it is important to take into account the historical dimension, and not to lose sight that the American sports model began to accumulate momentum to serve the commercial logic of the nineteenth century. As for Europe after World War II, the European model still needs more time, especially at the level of fusion in the crucible of the common values of the European Union.

As for Algeria, it is clearly approaching the French sports bureaucratic model, but the French model was established in accordance with the elements of French society. Accordingly, this cloning did not take into account the specificity of Algerian society. In addition, this model was inherited by junior staff in the colonial era, with scarcity at high staff level, which led to create lobbies with a strategy of authoritarianism corresponded to what he put forward (Robert, 1990) P.C. Robert. Functional imbalances have expanded over time, as Boubaker Boukhriss puts it (Boukhrisse, 2008), with a marked fluctuation in the general policies of sport, from its focus on amateur sports until 1977. Until 1986, the focus was on the elite, then back to focus on amateur and school sports. Then all the professionalism projects planned so far have failed as part of incoherent schemes run by mindsets that do not believe in the foundations of sports economics. In the context of a sports system belonging to a public system still convinced that independence does not mean decentralization. This was a justification for the permanent intervention of politics in sport, which increased the pace of clientelism in the sports sector. Even the prospect of a hopeful take-off is not shared by the figures provided by the reports of the Global Competitiveness Forum for Algeria 2017–2018. Algeria is ranked 128th according to the index of the Algerian economy openness to private sector, 122nd in

terms of business development, and investment incentives rank 98th (Mebtoul, 2019). The perception put forward by H. J. Gibson since 1998 of the importance of improving the level of coordination between sport and tourism in public policies (Gibson, 1998) is still far from being realized in Algeria. Despite the sports indicators on understanding the phenomenon of sports consumption in Algeria, which is attractive, we find that the interest of Algerians in sports in general outperformed their European counterparts by 7%. Follow-up sports on television were estimated at 5%, Europeans excel in attending professional sports events by only 3%. Algerians watch television more than 6% more than the French does, in addition to the use of social media by 8%. Concerning the influence of sports sponsoring, we are faced with consumers who accept sponsoring, and give great hope to brands that connect through sponsorship, 62% of Algerians tend to care about brands that sponsor sports, 45% have more abstract emotions or love for sports sponsors (Lalande et al., 2014). For example, the first sponsor of the national team in the 2010 World Cup has a passion of pride, while the sponsor in 2014 has the passion of omen, compared to the French who tend primarily to innovative institutions. So we are in front of consumers because of the love of sports, not only the functional benefits of the products of sponsors, but also they rise to more abstract feelings towards them, which makes us in front of an attractive marketing opportunity for investment, needing microeconomic and structural reforms.

Concerning Bejaïa half marathon, from our meeting with organizers and municipal officials, their perception of the impact and economic benefits that the sports event can bring is not clear at the strategic level for the benefit of the city in terms of development. Even tactically it was not discussed that what could be considered contributing to the achievement of economic benefits, through the means of temptation the visitors' spending, or prolong visitor stay and keeping the events, which may contribute to support consumption, strengthening regional trade relations (O'Brien & Chalip, 2008). According to organizers and municipal officials, the sports event can contribute over time to making the city occupy a place that corresponds to its historical and cultural heritage. Therefore, the overall goal does not consider economic benefit as a priority, although the perception tends to create an effective mix of attractions. There are some aspects of this in Bejaïa marathon, which can bring economic benefits, such as exhibition spaces, despite they few in the tourist attractions, as well as the racetrack, which is designed to pass the most important historical landmarks of the city. In addition to programming a tour of the event guests, we believe that this lack of exploitation of tourist attractions is somewhat in line with J. Swarbrooke's argument that the designers of small attractions places rely on themselves in this regard, given the limited resources, and rationalization of spending. All these led to narrow the way for the use of specialized advisers. This creates problems at the level of the perceptions of attractions. On the other hand, they missed opportunities to reap the fruits of the design prepared by professionals (Swarbrooke, 2002). Despite, Bejaïa marathon is reaching the ninth edition, it is not mentioned in the reports of the region's tourism development agency of 2014 and 2015, more attention was paid to the launch of the green marathon across the topography of the region. Therefore, we find ourselves in front of inattention for

an enhanced chance of loyalty, according to the views of the participants, and pay attention to the project is still under study and with absence of supporting quantitative data (Direction du tourisme et de l'artisanat, 2015). Therefore, it is important for the organizers and municipal officials to expand the discussion with the rest of the stakeholders to assess the extent to which sporting events are in leadership position to support the sustainable development of the city. On the other hand, are the basic foundations available to support the economics of entertainment?

For the social impact, the organizers and municipal officials believe that a social legacy was accumulated through past editions, by the increase of participants, whether nationally or internationally, and the loyalty to the event, which confirms the existence of social benefits for the participants. On the other hand, there is a legacy accumulated through a voluntary bloc that was able to gain experience over time, in addition to contribute to health awareness through the Forum organized on the sidelines of the event, and some events in the marathon village. However, the above has not been raised under the strategic vision, in addition to diligence in measurement based on little information. In contrast, accurate social impact measurement is complex, and requires more effort in adopting more indicative measurement indicators (Lee, Cornwell, & Babiak, 2012; Taks, 2013). We believe that an alliance with the local university in this regard is more than necessary. The same approach is important to support at the level of understanding the environmental aspect, according to Ch. W. Schmidt by minimizing the environmental impacts associated with the event, as well as exploiting the popularity of sport to raise environmental awareness in general (Schmidt, 2006). Environmental challenges remain an issue for all stakeholders and their intervention requires direct action. We believe that building interest in measuring indicators at the economic, social, and environmental levels will contribute to raise the level of trust with actual sponsors and attracting new sponsors, and highlighting the persistence of the sponsors of their social responsibility in a convincing way. These will support guiding efforts to a more effective course and improve the exploitation of the opportunities created by the event.

We believe that the organizers, with the support of municipal officials, strive to improve the quality of the organization of the event, with a tendency to adopt efficiency as a performance evaluator, which leads to pressure on the level of resources compared to the desired results. The organization finds itself playing a political role to support its resources (Valéau, Cimper, & Filion, 2004). Nevertheless, it is more dangerous to fall into the trap of the political agency, and thus the political benefits become the predominant. Thus, we believe that relying on the bottom-up strategy is better suited to the case of the Bejaïa Marathon, which increases the sense of ownership of the host community. However, the above requires an approach to nonprofit organizations, based on the consolidation of organizational values and beliefs, which increase the sustainability of human capital, in addition to innovation at the level of products and services, and attention to social change as a major task. In conclusion, it should always be remembered that the rain prize obtained by Noah was preceded by a cumulative effort in building an inclusive ship.



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