



## **Level of Services Provided at Sports and Recreational Events in the Kingdom of Saudi Arabia**

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DOI:

[https://doi.org/10.37359/JOPE.V37\(4\)2025.2313](https://doi.org/10.37359/JOPE.V37(4)2025.2313)

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**Article history:** Received 31/ May/2025 Accepted 20/ July/2025 Available online 28/ December/2025

### **Abstract**

**Objective** This study aimed to identify the level of services provided in sports and recreational events. The descriptive method was used on a sample of (657), who were randomly selected from three major cities in Saudi Arabia. Randomly selected from three major cities in the Kingdom of Saudi Arabia. The questionnaire was the data collection tool, and the results of this study found that the level of services provided at sports and recreational events in the Kingdom of Saudi Arabia came at an average level, and the services provided by females. Their level is higher than males, as well as those who attend with family and relatives, the services provided better than those who attend alone, and there was no difference in the level of services provided in recreational sports events at the level of social status and place of residence, so the researchers recommended that attention be paid to increasing the services provided at recreational sports events. Especially technical and logistical services. While improving the ease of obtaining tickets electronically and offering them before a period of time commensurate with the event. Conduct more studies such as: The impact of technical services on the visitor experience at sporting events. And a study Analyzing the gaps between visitors' expectations and the level of services provided, and evaluating marketing strategies to attract visitors and improve satisfaction, and study the role of social factors in the role of social factors in the visitor experience during events. The study of optimizing the ticketing experience: new mechanisms for online shopping.

**Keywords:** services, events, sports, recreational.

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## Introduction

Events are held on the basis of meeting and satisfying the desires and needs of the community, and each event has an element that differs from other events in terms of the type and size of the event, such as sports events such as competitive tournaments and entertainment events such as the Riyadh season and the Jeddah season, which varied greatly, and events are held during a specific period of time periodically or once, and differently from the traditional activities and programs used by the organization and directed to specific audiences, and when we talk about these events and visitors visit them, the programs and services are of great importance in the success or otherwise of these events. (Al-Shehri, 2017).

Sports and recreational events are considered one of the most important events because they have positive results on a person's scientific and practical life, as they help him to renew his energies and enable him to keep up with various works and get away from the daily routine that he does at work or study, and they contribute greatly to correcting the attitudes and behaviors of various segments of society, whether men or women and even children, and their involvement as collective groups that facilitate their work and give them continuous vitality in their fields and daily activity, and they must be highly qualified and experienced. (Baqah, 2020).

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At the individual level, they have demonstrated that sport creates value for society across many social outcomes, with the highest value for personal well-being, and social ROI studies show that sport generates a positive and significant return on investment for society. (Davies et al, 2021).

This is confirmed by Bilal (2012) that recreational sports activities are among the aids to socialization, due to the great role they play in the lives of people of different age groups, as they are necessary for both children, adolescents, men and the elderly, as they work to contribute effectively to the personal construction of individuals, and their benefits are countless, as they raise individuals a sound socialization free from diseases, infirmities and destructive social pests,



integrate them into their native society and reserve a place for them among the members of society, and make them good people who contribute to building society positively.

Visitor satisfaction is an indicator that measures the efficiency of these services, the greater the degree of satisfaction indicates the efficiency of the programs and services provided, and the greater the degree of dissatisfaction indicates the weakness of that service, and visitor satisfaction is related to improving the services and programs provided by the organization's management and reducing potential errors, and the programs and services provided are considered a product that needs care in its manufacture and attention in its presentation for the purpose of quality, and helps to satisfy the desires of visitors, which may help to gain new customers in this way. (Al-Asadi and Al-Kazim, 2019).

The services provided are important by visitors to the events and the speed of response from the service providers to reflect the interest in the customer experience, such as assistance in parking and the mechanism of entry and exit, and the catering has an important aspect as well, with different types and prices to suit most categories of visitors, and includes all operations and activities that deal with it to ensure the safety and smooth organization of the event, and the needs may vary according to the type, size and location of the event, and it is important to cooperate with a specialized team in organizing events to ensure that the necessary operational services are provided and to ensure the success of the event. (Thabet, 2020).

In Vision 2030, the Kingdom of Saudi Arabia launched the goal of supporting culture and recreation because of the importance of recreation for both individuals and societies, and worked to spread the culture of recreation, as the Kingdom considered that recreation is an integral part of life for members of society, and because of the importance of recreation in the Kingdom of Saudi Arabia as one of the most important pillars of life, the Kingdom's vision dedicated this program within its executive programs to improve the lifestyle of the individual by developing the necessary ecosystem to support and create new options that enhance the participation of citizens and residents in cultural, recreational and sporting activities (Futawi, 2020).

## Research Problem

In 2019, Saudi Arabia launched the Saudi Seasons Program, a strategic initiative that aims to boost tourism by organizing a variety of cultural, entertainment, and sporting events. The program includes 11 seasons throughout the year, reflecting the Kingdom's commitment to Vision 2030 to diversify sources of income and enhance tourism experiences (Ministry of Tourism, 2019). During this year, about (690) events were organized in various regions, which contributed to attracting large numbers of local and international visitors (General Authority for Statistics, 2019).



These events are a pivotal part of the Kingdom's strategy to strengthen its position as a leading tourism and sports destination. However, it is important to assess the extent to which these events achieve the desired goals, as there is a lack of studies, to the best of the researchers' knowledge, that address the level of services provided by the organizers. The quality of services plays a crucial role in visitors' experience and satisfaction, necessitating the need for a thorough evaluation.

Moreover, with the expansion of diversification of sports and entertainment events as part of the quality-of-life program to achieve Vision 2030, the researchers, as event organizers, noticed a lack of mechanisms for measuring and evaluating the level of services. Therefore, there is an urgent need to conduct a scientific study aimed at analyzing the level of services provided, which contributes to improving the continuity and success of these events. The study aims to provide insights that contribute to enhancing the quality of services, thereby achieving sustainability for the organizers, supporting the Kingdom's strategic goals.

### **Importance of research**

The current study is a valuable addition to the research efforts in the field of sports and recreational events, especially in light of the limited research available in the Arabic library. The results of this study may contribute to motivating officials and stakeholders to improve the quality of services provided at all sports and recreational events, thereby contributing to enhancing the overall experience of visitors and participants.

Moreover, the study can play a crucial role in identifying the strengths in this field, helping to enhance and better capitalize on them. It also contributes to uncovering weaknesses that may negatively impact events in Saudi Arabia, providing an important database that helps in making strategic decisions to improve overall performance and enhance the competitiveness of events.

Thus, this study is an important step towards the development of sports and recreational events, and reflects the importance of scientific research in advancing the development of this vital sector.

### **Objectives of the study**

The study aimed to identify the level of services provided in sports and recreational events in the Kingdom of Saudi Arabia.

The following objectives are derived from it:



1. The level of services provided in sports and recreational events in the Kingdom of Saudi Arabia (technical services, logistical services, operational services).
2. The existence of statistically significant differences in the level of services provided in sports and recreational events in the Kingdom of Saudi Arabia according to the variables (gender, place of residence, visit to events, marital status).

### **Study questions**

1. What is the level of services provided at sports and recreational events in Saudi Arabia (technical services, logistical services, operational services).
2. Are there statistically significant differences in the level of services provided in sports and recreational events in Saudi Arabia according to the variables (gender, place of residence, visit to events, marital status).

### **Methodology**

The researchers used the descriptive method (survey studies) because it is suitable for the nature of this study and to achieve its objectives.

### **Study Population**

The original study population consists of all visitors to sports and recreational events held in the Kingdom of Saudi Arabia, according to the General Authority for Statistics 2019 in the central, western, and eastern regions, where the study population reached (31,449,071).

### **Study Sample**

The sample was randomly selected from the original study population, where (1000) electronic questionnaires were distributed thru a barcode by the researchers to visitors at sports and recreational events in the entertainment authority's event areas, premier league football matches, and musical concerts. (735) questionnaires were obtained, of which (78) were excluded due to not meeting the scientific research criteria. The final study sample consisted of (657) questionnaires. Table (1) provides a description of the study sample.

**Table 1.** *Frequency and Percentage Distribution of the Study Sample (N = 657)*

| Variables                 | Males (n / %) | Females (n / %) | Total (n / %) |
|---------------------------|---------------|-----------------|---------------|
| Place of Residence        |               |                 |               |
| Riyadh                    | 183 / 27.9%   | 100 / 15.2%     | 283 / 43.1%   |
| Jeddah                    | 152 / 23.1%   | 43 / 5.6%       | 195 / 29.7%   |
| Eastern Region            | 144 / 21.9%   | 35 / 5.3%       | 179 / 27.2%   |
| Event Attendance          |               |                 |               |
| Alone                     | 175 / 26.6%   | 34 / 5.2%       | 209 / 31.8%   |
| With friends              | 202 / 30.7%   | 50 / 7.6%       | 252 / 38.4%   |
| With family and relatives | 102 / 15.5%   | 94 / 14.3%      | 196 / 29.8%   |
| Marital Status            |               |                 |               |
| Single                    | 186 / 28.3%   | 85 / 12.9%      | 271 / 41.2%   |
| Married                   | 293 / 44.6%   | 93 / 14.2%      | 386 / 58.8%   |

It is clear from Table (1) that the sample of the study consisted of 72.9% males and 27.1% females. The percentage of married individuals was higher than that of singles. Additionally, visiting events with friends was more common than attending events alone or with family and relatives. The highest percentage of study participants was from the Riyadh region, followed by Jeddah and the Eastern Province.

## Study data collection tool

### Apparent validity

The researchers prepared a questionnaire after reading and reviewing the topic of services provided at sports and recreational events. In previous and reference studies on similar topics related to the subject of the study. The first axis included technical services with (8) statements, the second axis included logistical services with (8) statements, and the third axis included operational services with (10) statements. The questionnaire was presented to a group of (8) experts specialized in sports and recreational management to ensure the clarity of the statements and axes and their suitability for the study, and to rephrase some statements that needed it. The apparent validity rate was (94.8%).

### Stability of the study tool

The reliability of the questionnaire was calculated using the Cronbach's alpha coefficient for the axes and the questionnaire as a whole, and Table (2) illustrates this.

**Table 2. Cronbach's Alpha Reliability Coefficient for the Study Instrument**

| Dimension              | Number of Items | Cronbach's Alpha |
|------------------------|-----------------|------------------|
| Technological Services | 8               | 0.83             |
| Logistical Services    | 8               | 0.87             |
| Operational Services   | 10              | 0.86             |
| Overall Scale          |                 | 0.92             |

It is clear from Table (2) that the value of the Cronbach's alpha coefficient ranges between (0.83– 0.87), which are high percentages for the reliability of the questionnaire axes in human studies, while the value of Cronbach's alpha for the complete questionnaire reached (0.92), which is a very high percentage. This indicates that the study tool has high reliability in human studies.

## Scale lengths

The cell lengths for the five-point Likert scale are calculated by taking the range (3 - 1 = 2) and dividing it by the highest value on the scale to obtain the cell length ( $2 / 3 = 0.67$ ). This value is then added to the lowest value on the scale, which is the whole number one (1), resulting in the cell lengths as shown in Table 3.

**Table 3. Scale Interval Lengths**

| Level    | Mean Score Value       |
|----------|------------------------|
| High     | 2.34 to 3.00           |
| Moderate | 1.67 to less than 2.33 |
| Low      | 1.00 to less than 1.66 |

## Statistical methods

The researchers in this study used the following statistical treatments within the SPSS software package:

- Frequency and percentage to determine the responses of the study sample.
- The arithmetic mean to determine the level of satisfaction among the study sample.
- The standard deviation.
- Alpha Cronbach coefficient to measure the reliability of the questionnaire and its axes.
- (T-Test Independent Sample) tests for the two independent groups to find the differences between the means of the two variables.
- One-way ANOVA to find the differences between the means for more than two variables.
- Tukey's test is a post-hoc test to measure the closest significant difference.



## Results

**Table 4.** Frequency, Percentage, Mean, and Standard Deviation for the Level of Services Provided in Sports and Recreational Events in the Kingdom of Saudi Arabia According to the Dimension of Technological Services (N = 657)

| Item  | Good (n / %) | Moderate (n / %) | Weak (n / %) | Mean | SD   | Level    |
|---|--------------|------------------|--------------|------|------|----------|
| Ease of using the electronic website          | 435 / 66.2%  | 128 / 19.5%      | 94 / 14.3%   | 2.52 | 0.73 | High     |
| Variety of electronic ticket-purchase methods | 376 / 57.2%  | 138 / 21.0%      | 143 / 21.8%  | 2.35 | 0.81 | High     |
| Ease of obtaining electronic tickets          | 120 / 18.3%  | 109 / 16.6%      | 428 / 65.1%  | 1.53 | 0.78 | Low      |
| Variety of electronic ticket categories       | 382 / 58.1%  | 177 / 26.9%      | 98 / 14.9%   | 2.43 | 0.74 | High     |
| Clarity of service programs on the website    | 370 / 56.3%  | 170 / 25.9%      | 117 / 17.8%  | 2.39 | 0.77 | High     |
| Speed of response to inquiries electronically | 223 / 33.9%  | 236 / 35.9%      | 198 / 30.1%  | 2.04 | 0.80 | Moderate |
| Ease of evaluating the event electronically   | 314 / 47.8%  | 213 / 32.4%      | 130 / 19.8%  | 2.28 | 0.77 | Moderate |
| Availability of electronic gates at entry     | 397 / 60.4%  | 161 / 24.5%      | 99 / 15.1%   | 2.45 | 0.74 | High     |
| <b>Overall Mean = 2.25   SD = 0.52</b>        |              |                  |              |      |      |          |

**Table 5.** Frequency, Percentage, Mean, and Standard Deviation for the Level of Services Provided in Sports and Recreational Events in the Kingdom of Saudi Arabia According to the Dimension of Logistical Services (N = 657)

| Item   | Good (n / %) | Moderate (n / %) | Weak (n / %) | Mean | SD   | Level    |
|--|--------------|------------------|--------------|------|------|----------|
| Ease of reaching the event venue from place of residence | 334 / 50.8%  | 145 / 22.1%      | 178 / 27.1%  | 2.24 | 0.85 | Moderate |
| Availability of a map for the event location             | 426 / 64.8%  | 127 / 19.3%      | 104 / 15.8%  | 2.49 | 0.75 | High     |
| Ease of traffic flow around the event venue              | 229 / 34.9%  | 154 / 23.4%      | 274 / 41.7%  | 1.93 | 0.87 | Moderate |
| Availability of directional signage on surrounding roads | 326 / 49.6%  | 185 / 28.2%      | 146 / 22.2%  | 2.27 | 0.80 | Moderate |
| Availability of sufficient parking spaces                | 294 / 44.7%  | 150 / 22.8%      | 213 / 32.4%  | 2.12 | 0.87 | Moderate |
| Proximity of parking areas to the event venue            | 221 / 33.6%  | 194 / 29.5%      | 242 / 36.8%  | 1.97 | 0.84 | Moderate |



|  |             |             |             |      |      |          |
|--|-------------|-------------|-------------|------|------|----------|
| Availability of multiple gates, entrances, and exits                                   | 372 / 56.6% | 167 / 25.4% | 118 / 18.0% | 2.39 | 0.77 | High     |
| Availability of internal transportation services suitable for the event size and space | 286 / 43.6% | 186 / 28.3% | 185 / 28.2% | 2.15 | 0.83 | Moderate |
| <b>Overall Mean = 2.19   SD = 0.59</b>   |             |             |             |      |      |          |

**Table 6.** Frequency, Percentage, Mean, and Standard Deviation for the Level of Services Provided in Sports and Recreational Events in the Kingdom of Saudi Arabia According to the Dimension of Operational Services (N = 657)

| Item  | Good (n / %) | Moderate (n / %) | Weak (n / %) | Mean | SD   | Level    |
|---|--------------|------------------|--------------|------|------|----------|
| Cleanliness of the event venue                      | 442 / 67.3%  | 147 / 22.4%      | 68 / 10.4%   | 2.57 | 0.67 | High     |
| Availability of sufficient restrooms                | 384 / 58.4%  | 147 / 22.4%      | 126 / 19.2%  | 2.39 | 0.79 | High     |
| Continuous cleanliness of restrooms                 | 305 / 46.4%  | 193 / 29.4%      | 159 / 24.2%  | 2.22 | 0.81 | Moderate |
| Availability of safety and security measures        | 445 / 67.7%  | 153 / 23.3%      | 59 / 9.0%    | 2.59 | 0.65 | High     |
| Presence of security personnel at all times         | 520 / 79.1%  | 104 / 15.8%      | 33 / 5.0%    | 2.74 | 0.54 | High     |
| Availability of diverse meal options at restaurants | 363 / 55.3%  | 157 / 23.9%      | 137 / 20.9%  | 2.34 | 0.80 | High     |
| Availability of diverse café options                | 367 / 55.9%  | 159 / 24.2%      | 131 / 19.9%  | 2.36 | 0.79 | High     |
| Reasonable pricing of meals and beverages           | 162 / 24.7%  | 185 / 28.2%      | 310 / 47.2%  | 1.77 | 0.82 | Moderate |
| Availability of well-equipped prayer areas          | 399 / 60.7%  | 154 / 23.4%      | 104 / 15.8%  | 2.45 | 0.75 | High     |
| Availability of emergency medical services          | 420 / 63.9%  | 193 / 29.4%      | 44 / 6.7%    | 2.57 | 0.61 | High     |
| <b>Overall Mean = 2.40   SD = 0.48</b>              |              |                  |              |      |      |          |

**Table 7.** Level of Services Provided in Sports and Recreational Events in the Kingdom of Saudi Arabia (N = 657)

| Service Dimension      | Mean | SD   | Level    |
|------------------------|------|------|----------|
| Technological Services | 2.25 | 0.52 | Moderate |
| Logistical Services    | 2.19 | 0.59 | Moderate |
| Operational Services   | 2.40 | 0.48 | High     |

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|               |      |      |          |
|---------------|------|------|----------|
| Overall Score | 2.28 | 0.46 | Moderate |
|---------------|------|------|----------|

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**Table 8.** *Independent Samples t-Test to Identify Differences in the Level of Services Provided in Sports and Recreational Events in the Kingdom of Saudi Arabia According to Gender and Marital Status (N = 657)*

| Variable              | Level of Services in Sports and Recreational Events | t-value | Sig. |
|-----------------------|---|---------|------|
| <b>Gender</b>         |   |         |      |
| Males                 | Mean = 2.24<br>SD = 0.47                            | -3.42*  | 0.01 |
| Females               | Mean = 2.38<br>SD = 0.43                            |         |      |
| <b>Marital Status</b> |   |         |      |
| Single                | Mean = 2.28<br>SD = 0.45                            | 0.19    | 0.85 |
| Married               | Mean = 2.28<br>SD = 0.47                            |         |      |

\*Statistically significant at ( $\alpha \leq 0.05$ )

**Table 9.** *One-Way ANOVA for the Level of Services Provided in Sports and Recreational Events in the Kingdom of Saudi Arabia According to Event Attendance and Place of Residence (N = 657)*

| Variable           | Source of Variation | Sum of Squares | df  | Mean Square | F-value | Sig. |
|--------------------|---------------------|----------------|-----|-------------|---------|------|
| Event Attendance   | Between Groups      | 2.09           | 2   | 1.04        | 4.96*   | 0.01 |
|                    | Within Groups       | 137.71         | 654 | 0.21        |         |      |
|                    | Total               | 139.80         | 656 |             |         |      |
| Place of Residence | Between Groups      | 0.05           | 2   | 0.02        | 0.12    | 0.88 |
|                    | Within Groups       | 139.75         | 654 | 0.21        |         |      |
|                    | Total               | 139.80         | 656 |             |         |      |

\* Statistically significant at ( $\alpha \leq 0.01$ )

**Table 10.** *Tukey Post Hoc Test for Differences Between Means of the Level of Services Provided in Sports and Recreational Events in the Kingdom of Saudi Arabia According to Event Attendance (N = 657)*

| Attendance Type           | Mean | SD   | Differences Between Groups |
|---------------------------|------|------|----------------------------|
| Alone                     | 2.20 | 0.49 | —                          |
| With Friends              | 2.30 | 0.43 | —                          |
| With Family and Relatives | 2.34 | 0.46 | 0.14*                      |

\* Statistically significant at ( $\alpha \leq 0.01$ )



## Discussion

It is clear from Table No. (4) that the opinions of the study sample members regarding the level of services provided in sports and recreational events in the Kingdom of Saudi Arabia, according to (technical services), were average, with a mean of (2.25). The ease of using the website and the availability of electronic gates upon entry were rated highly, with mean scores of (2.52 and 2.45) respectively. Meanwhile, the ease of obtaining tickets electronically was rated low, with a mean score of (1.53). This indicates that the level of technical services provided in sports and recreational events was average.

The researchers attribute the high level of “ease of use of the website” to the technical efficiency reached by the Kingdom, the design of the websites associated with the events, the ease of registration, the clarity of the comprehensive information of the event, and the high reliability of the payment procedures. The result of this study is consistent with the result of Al-Solami's study (2022), whose results confirmed that there is a relationship between technical development and operation in activities, and the researchers attribute this to technical progress in Saudi Arabia which contributed significantly to facilitating the use of the websites of the operators and giving high confidence to visitors to use the website.

The result of this study agrees with the result of the study of Abdul-Qader (2022), whose results confirmed the existence of a website for the facility that helps to increase the technical efficiency, management and operation of the sports facility in an economic manner, and the two researchers believe that electronic gates are of great importance in facilities hosting events, and may be due to the efficiency of the entry process and its organization in a civilized manner that reduces congestion and keeps pace with the progress of civilization in the Kingdom of Saudi Arabia.

The phrase “the ease of obtaining tickets electronically” obtained a low level may be due to the lack of control of the sales mechanism and the delay in the release of tickets, which may be due to the high pressure on the ticket sales platform and the emergence of the black market to sell tickets for these events. The result of this study agrees with the study of Ahmed and Hamza (2021), whose results confirmed that tickets are of an economic nature due to their financial return. They are prone to the occurrence of black market crimes on them, and the researchers see a shortcoming in the process of offering the sale of tickets, and the reason may be due to the lack of readiness of the website for the massive purchase requests from visitors, as there is no idea of dividing tickets into payments over a certain period in most events, and it is necessary to fight the black market by setting legal regulations and legislation that limit this phenomenon that is widespread globally.

It is evident from Table (5) regarding the opinions of the study sample on the level of services provided in sports and recreational events in the Kingdom of Saudi Arabia that the average was moderate according to (logistical services), with an overall mean of (2.19) for the axis. The statements "There is a map of the event location" and "Multiple gates and entrances and exits" had a high level with a mean of (2.49, 2.39), while the other statements had a moderate level with a mean ranging between (1.97 – 2.27).

The results of this study do not align with the findings of the study by Al-Hakami and Al-Habeeb (2022), which confirmed that there is a relationship between logistics services and Saudi Vision 2030 in improving services across various fields. The study indicated that the level of development of private sector contributions to the economy was high at 84.5%. From this, we conclude that logistics services in events require comprehensive organization in public transport and the private sector, which can specialize in logistics services that have, in turn, become an investment opportunity.

The researchers attribute the high level of the phrase "There is a map of the event location" to the clarity of the location on Google Maps and the repetition of events at the same venue, which may help in easily knowing the site map. The results of this study agreed with the findings of Al-Muqri's study (2022), which confirmed that the use of big data for maps is a key factor in driving higher levels of quality and efficiency in their use. The researchers believe that linking maps and continuously updating the event location facilitates access to the event, which may reduce congestion that could hinder movement.

Regarding the phrase "multiple gates, entrances, and exits," the reason may be the existence of a crowd management and potential crisis management plan thru the design of the facility to meet the needs of visitors by placing several gates in different directions. The results of this study agreed with the results of the study by Mandour et al. (2020), which confirmed that the design of the facilities was based on creativity with a focus on (construction – formation – technology). These are among the factors that increase the satisfaction of event visitors. The researchers believe that the distribution of gates according to the site map and ticket categories contributes to the process of entering and exiting the event site.

It is clear from Table (6) regarding the opinions of the study sample members about the level of services provided in recreational sports events in the Kingdom of Saudi Arabia according to (operational services), where the level was high with a general arithmetic mean of (2.40). "The continuous availability of security personnel" and "the provision of security and safety factors" were at a high level with arithmetic means of (2.74, 2.59), while "the prices of meals and beverages are suitable for visitors" and "the cleanliness of restrooms is maintained continuously" were at a



moderate level with arithmetic means of (1.77, 2.22). At an average level, where the arithmetic mean was (1.77, 2.22), we find that security personnel are continuously available at the events.

The results of this study differ from the findings of Mirza's study (2013), which confirmed that there is a deficiency in securing sports facilities. The researchers believe that the Kingdom of Saudi Arabia is on par with safe countries, especially in the sports and recreational events organized by the Kingdom, and thus has become a focal point for visitors and tourists.

The researchers attribute the phrase "the continuous presence of security personnel" to the Kingdom's policy of concerted efforts and the participation of all state sectors in organizing the event, with security personnel being at the forefront. This is one of the conditions for organizing any event, as security personnel must be present in the event areas before its commencement. The results of this study align with the findings of Al-Subaie and Al-Sarra (2020), which confirmed that the morale of facility security is high to serve attendees and maintain the stability of the event's security. The researchers believe that assessing potential risks is fundamental to maintaining security at the event, training staff to handle emergencies, contracting specialized security companies, and involving security agencies in events.

Regarding "providing security and safety factors," the reason may be the safety of the facility from potential risks and raising awareness among attendees to adhere to regulations and rules. The results of this study align with the findings of Fawzi (2020), which emphasized the importance of considering security and safety factors thru the existence of emergency plans in collaboration with security agencies. The researchers believe that cooperation with security companies enhances security and safety factors due to their expertise in potential risk causes thru specialization.

Regarding "the prices of meals and beverages being suitable for visitors," the reason may be the high rental prices for locations at the event, such as booths and food trucks, which contributed to the increase in meal prices due to investors' focus on profitability. The results of this study align with the findings of the study by Suwaidan and Mansour (2012), which confirmed that modern marketing methods do not consider the conditions of citizens. The researchers believe that standardizing prices and offering coupons with tickets for discounts could reduce high prices. Reducing meal and beverage prices often depends on negotiating lower rental fees for locations at the event and diversifying food service providers according to visitor categories and their duration of stay at the event, while considering the event's location and surrounding services.

It is clear from Table (8) that there is a statistically significant difference at the 0.01 level in the level of services provided in recreational sports events in the Kingdom of Saudi Arabia

according to the variable (gender), where the value of (t, -3.42) was in favor of females compared to males. Meanwhile, there was no statistical significance for the variable of marital status, with a value of (t, 0.19). This indicates that females have a high level of services provided, while males perceive the services as average.

With regard to the gender variable, the reason may be due to the empowerment of females in the social and economic fields, the existence of legislation and laws that protect them and enhance their value, and the decision of the Ministry of Sports in 2018, which enabled women to experience the experience of attending matches, which is an essential element of sports events in the Kingdom, not only by attending but also by participating in organizing and working on the success of the event. The result of this study agreed with the result of Al-Zahrani's study (2022) and Al-Aqran's study (2020), whose results showed that the decision to drive women contributed to increasing their sense of freedom and high independence and occupying and managing time that increases as it increases.

With regard to the social status variable, the reason may be due to freedom and independence and the lack of obligations that limit time and expenses, and the result of this study agreed with the result of the study of Al-Khazraj and Al-Kanidari (2023), whose results showed that marriage costs and arrangements have an impact on spending leisure time, and the researchers believe that the higher satisfaction rates for singles than married people may be due to the increase in their free time, family commitments towards married people and increased responsibility by bearing the costs compared to the high ticket prices.

It is evident from Table (10) that there are statistically significant differences at the 0.01 level in the level of services provided at recreational sports events in the Kingdom of Saudi Arabia according to the variable of event attendance (alone, with friends, with family and relatives). The differences were in favor of attending with family and relatives compared to attending alone. This indicates that the level of services provided when attending with family and relatives is high, while the level of services when attending alone is moderate. These results are consistent with the findings of the study by Kim and Trail (2010), which showed that participants who attended sports events with their families and relatives gave more positive evaluations of the services provided compared to participants who attended alone. The study indicated that visiting with family enhances the social and cultural experience, leading to a higher sense of satisfaction with the services. This aligns with the results of Theodorakis et al. (201), which indicated that individuals who attended the events alone rated the services provided lower compared to groups that included families and friends. The study attributed this to the importance of social interaction during the event, which leads to an improved overall experience and satisfaction with the services.



Regarding the variable of place of residence, the reason may be attributed to the ease of transportation between the cities of the Kingdom, with the diversity of public transportation means, as well as the various offers and multiple transportation methods. The results of this study agreed with the findings of Al-Fotawi's study (2020), which showed that the Kingdom launched the "Saudi Seasons Program" in 2019 in several regions of the Kingdom thru 11 seasons throughout the year, as a diverse recreational program of sports and entertainment activities. The researchers believe that launching several scheduled recreational seasons according to each region and the suitability of the weather around the Kingdom, especially in the main regions such as Riyadh, Mecca, and the Eastern Province, may contribute to the attendance of most seasons, especially when they are not held simultaneously.

### Conclusions

1. The level of services provided at sports and recreational events in the Kingdom of Saudi Arabia was generally average and high in operational services.
2. The level of services provided at sports and recreational events in the Kingdom of Saudi Arabia was in favor of females, with a high level of service compared to males, whose level of service was average.
3. The level of services provided at sports and recreational events favored those who attended with family and relatives, and the level was high compared to individual attendees, who received a medium level of services.
4. There were no differences in the level of services provided at sports and recreational events based on social status (single/married) or place of residence (Riyadh, Jeddah, Eastern Province).

### Recommendations

1. Focus on increasing the services provided at recreational sports events, especially technical and logistical services.
2. Improving the ease of obtaining tickets electronically and making them available a period of time that suits the event.
3. Conducting more studies such as:
  - a. The impact of technical services on visitors' experience at sporting events.
  - b. Analyzing the gaps between visitor expectations and the level of services provided.
  - c. Evaluating marketing strategies to attract visitors and improve satisfaction.
  - d. The role of social factors in the visitor experience during events.
  - e. Improving the ticket purchasing experience: New mechanisms for online shopping.





# **Journal of Physical Education**

**Volume 37 – Issue (4) – 2025 Open Access**

**P-ISSN: 2073-6452, E-ISSN: 2707-5729**

<https://jcope.uobaghdad.edu.iq>





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