

Effectiveness of Recreational Services in Some Sports Clubs Within Total Quality Requirements

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Abstract: This research aims at identifying the effectiveness of recreational services in some sports clubs within the total quality requirements by identifying reality of recreational services, institutional capacity, response and communication, safety and security and human relations. The basic sample was selected randomly on a sample of 364 person. The researcher prepared and designs a questionnaire to measure the activities of some of recreational services during the period from 04/04/2010 to 05/29/2010. This resulted in the availability of recreational services provided in the sports clubs (in question) and the existence of high institutional capacity, but there is no activation and constant updating of these services within the requirements of total quality management.

Key words: Recreation services % Sports clubs % Total quality requirements

INTRODUCTION

During her field visits to some sports clubs in Cairo, the researcher noted that there is little proportion of visitors to the recreational activities for all age groups in general and the elderly, in particular and the consequent development of their members from the physical, psychological, mental, social and health aspects. This will enable them satisfy their interests, desires and needs to enjoy their recreational time as well as making friends. The sports clubs are interested greatly to provide competitive programs for some age groups, while neglecting the rest of their members, which led to the low level of recreational services provided by sports clubs. The researcher has attributed that to the non-activating and marketing of recreational services by means of communication, being one of the total quality requirements, that helps in raising cultural and recreational awareness and thus attracts as large numbers of clients as possible of attendants to participate in these activities according to their capabilities, abilities and needs.

Research Objective: This research aims at identifying the effectiveness of recreational services in some sports clubs within the total quality requirements by identifying:

- Ⓒ Reality of recreational services in some sports clubs.
- Ⓒ Institutional capacity as one of the dimensions of recreational service quality.
- Ⓒ Response and communication as one of the dimensions of recreational service quality.
- Ⓒ Safety and security factors as one of the dimensions of recreational service quality.
- Ⓒ Human relations as one of the dimensions of recreational service quality.

Research Questions:

- Ⓒ What is the reality of recreational services in some sports clubs?
- Ⓒ What is the reality of institutional capacity as one of the dimensions of recreational service quality?
- Ⓒ What is the reality of response and communication as one of the dimensions of recreational service quality?
- Ⓒ What is the reality of safety and security factors as one of the dimensions of recreational service quality?
- Ⓒ What is the reality of human relations as one of the dimensions of recreational service quality?

MATERIALS AND METHODS

Research Methodology: The researcher used the descriptive approach with its steps and procedures to achieve the objectives of this research.

Research Population and Sample: Research population consists of beneficiary members of recreational services in 5 sports clubs in Cairo. The basic sample was selected randomly on a sample of 364 person. 30 persons were also selected to conduct the questionnaire.

Means and Tools of Data Collection: The researcher prepared and designs a questionnaire to measure the activities of some of Recreational Services in sports clubs within the total quality requirements during the period from 04/04/2010 to 05/29/2010

RESULTS AND DISCUSSION

It is clear from Table 1 that the accounted Ka² value for the responses of the sample for the sentences of the core of reality of recreational services is statistically significant at the level 0.05, except in sentences number 5, 6, 7 and 9. The researcher attributed these results that there is a clear interest by officials in sports clubs in recreational services within the sports clubs, for example, the department of club service in line with the conditions of the beneficiaries. The club management provides the service at a date suitable for the beneficiaries and the club is available in medical services, in addition to the availability of public services in the club.

All of this confirms that the recreational Services within the clubs (in question) are already available and the obligation to provide the service is a foundation of basic and special quality of service and the possibility of adopting it by the client. The leading corporation in the field of service is an institution that is committed to the ethics of the service properly from the first time. So, institutions that are seeking a high degree of accuracy and proficiency in the performance of services are the institutions where the marketing manager believes to access the degree of precision in the service by 100% being possible and deserve to be an objective of the institution and a slogan always seeking to achieve. It is important for the concept of validity and accuracy in quality services in all institutions to prevail and even for workers in the lowest hierarchy [1].

This is consistent with the study of previous studies [2-6] in defining the extent of satisfaction with Recreational Services being one of the goals that contribute to the increase in the number of visitors to sports clubs in raising the quality of services. Thus, the first question, concerning "what the reality of Recreational Services in some sports clubs is" can be answered.

It is clear in Table 2 that the accounted Ka² value for the institutional capability of the sample for the sentences of the core of reality of Recreational Services is statistically significant at the level 0.05 except in sentence number 22 that indicates that the club management cares for organizing work times accurately. The researcher attributed these results that the level of institutional capacity in the clubs (in research) on the high level of

Table 1: Frequency, percentage, value of the Ka² and arrangement of terms for the responses of research sample members for the sentences of the reality of recreational services. n = 364

Sentences Serial	Yes		To some extent		No		Relative weight	Accounted Ka2 Value	Order
	Repetition	Percentage	Repetition	Percentage	Repetition	Percentage			
1	189	51.92	91	25.00	84	23.08	833	*56.81	1
2	146	40.11	124	34.07	94	25.82	780	*11.23	3
3	138	37.91	135	37.09	91	25.00	775	*11.41	2
4	133	36.54	135	37.09	96	26.37	765	*7.95	6
5	118	32.42	136	37.36	110	30.22	736	2.92	10
6	119	32.69	129	35.44	116	31.87	731	0.75	11
7	103	28.30	134	36.81	127	34.89	704	4.35	9
8	107	29.40	148	40.66	109	29.94	726	*8.80	4
9	100	27.47	132	36.26	132	36.26	696	5.63	8
10	96	26.37	136	37.36	132	36.26	692	*8.00	5
11	98	26.92	125	34.34	141	38.74	685	*7.79	7

Ka² value on the level (0.05) = 5.99

Table 2: Frequency, percentage, value of the Ka² and arrangement of terms for the responses of research sample members for the sentences of the institutional capacity. n = 364

Sentences Serial	Yes		To some extent		No		Relative weight	Accounted Ka2 Value	Order
	Repetition	Percentage	Repetition	Percentage	Repetition	Percentage			
12	194	53.30	86	23.62	84	23.08	838	*65.30	1
13	180	49.45	99	27.20	85	23.35	823	*43.36	2
14	170	46.71	100	27.47	94	25.82	804	*29.43	3
15	167	45.88	105	28.85	92	25.27	803	*26.48	4
16	166	45.61	106	29.12	92	25.27	802	*25.47	5
17	154	42.31	117	32.14	93	25.55	789	*15.56	6
18	153	42.03	118	32.42	93	25.55	788	*14.97	7
19	137	37.64	133	36.54	94	25.82	771	*9.30	10
20	129	35.44	140	38.46	95	26.10	762	*9.07	11
21	126	34.62	139	38.18	99	27.20	755	*6.86	12
22	134	36.81	116	31.87	114	31.32	748	1.99	13
23	150	41.21	116	31.87	98	26.92	780	*11.49	9
24	144	39.56	128	35.17	92	25.27	780	*11.69	8

Ka² value on the level (0.05) = 5.99

Table 3: Frequency, percentage, value of the Ka² and arrangement of terms for the responses of research sample members for the sentences of the response and communications. n = 364

Sentences Serial	Yes		To some extent		No		Relative weight	Accounted Ka2 Value	Order
	Repetition	Percentage	Repetition	Percentage	Repetition	Percentage			
25	164	45.05	110	30.22	90	24.73	802	*24.15	2
26	151	43.13	116	31.87	91	25.00	794	*18.29	3
27	166	45.60	95	26.10	103	28.30	791	*24.93	1
28	147	40.38	126	34.62	91	25.00	784	*13.19	4
29	148	40.66	123	33.79	93	25.55	783	*12.50	5
30	150	41.21	116	31.67	98	26.92	780	*11.49	7
31	144	39.56	128	35.17	92	25.27	780	*11.69	6
32	101	27.75	131	35.99	132	36.26	697	5.12	11
33	144	39.56	127	34.89	93	25.55	779	*11.11	8
34	112	30.77	120	32.97	132	36.26	708	1.67	12
35	97	26.65	135	37.09	132	36.26	693	*7.36	10
36	98	26.92	122	33.52	144	39.56	682	*8.72	9

Ka² value on the level (0.05) = 5.99

potential and it shows in the enjoyment of club, modern space and the interiors of the club suit with the largest number of beneficiaries. The club has routine maintenance to the fullest and the number of toilets for the club is enough for the number of visitors and that the light units in the club is suitable for night use in addition to that the club is available in an equipped medical unit. This indicates that the institutional capacity of clubs available in a clear and this is what distinguishes any constituent. Despite the clarity of institutional capacity and its importance of facilities, the principles which are based on total quality management refers to human beings are the most important resource to achieve total quality and not the facilities only. We find that it is the conditions and ingredients necessary for the application of total quality management is training workers continuously with conviction by the administration on how to provide recreational services commensurate with the needs and

wishes of the beneficiaries. This is consistent with the study of Yehia [7] who conducted the need to train workers to perform the service correctly and consistently and the study of Khamis [5] that if they will provide the means and methods of advertising and how to apply the correct services, recreation, it will have a negative impact on increasing the number of visitors to international services. Henderson [8] indicates that the marketing of recreational activities depends on the type of recreational services provided and available and tendencies and desires of individuals. This point is to answer the second question, which provides that the reality of the institutional capacity as one of the dimensions of the recreational services quality.

As can be seen from Table 3 that the accounted Ka² value for the responses of a sample search for the sentences of the response core and communication is statistically significant at the level of 0.05 with the

exception of the phrase number 32 and 34, which states no club and modern methods to facilitate the communication process between the management and beneficiaries and there is constant updating of the means of modern technology in order to achieve efficient communication between the club management and beneficiaries. The researcher attributed this result to that, despite the ongoing modernization of technological means of modern sports clubs but they do not check the efficiency of communication between club management and the requirements of the beneficiaries of the recreational services occasion where they do not contribute to facilitate the communication process. One of characteristics of continuous improvement is focus of senior management to resolve the problems within the sports organizations in order to continue to improve the quality of the service and follow-up implementation with the need to adhere to the direction of all efforts and activities to achieve the wishes of customers in addition to providing channels of communication in all directions so as to match the volume of work required to provide the necessary information in a timely manner. Abu El Saud [9] indicates that communication has an important role in achieving and effective interaction between all employees as one of the elements of the effective application of total quality management key points of communication.

The researcher believes that the strength of competition between institutions rely primarily on the ability of each institution in obtaining the required information in a timely manner and in the manner appropriate and how they are connected to employees by appropriate means of communication, thus the speed of response to reach the desired goals. This is consistent with prior studies [7, 10, 11] on the existence of training programs for workers and a futuristic vision for completion of staff and the numbers and means of good communication and try to eliminate the obstacles that

hinder the efforts of workers in achieving the goals of the institution and here is the answer to the third question, which provides that the reality of response and communication as one the dimensions recreational services.

As can be seen from Table 4 that the accounted Ka² value for the responses of a sample for the sentences of the core of the security and safety is statistically significant at the level of 0.05 except in terms number 38, 43 and 44, which provides on the availability of the club all the means of protection for the rights of beneficiaries and having club security precautions appropriate and taking into account the staff club to improve the level of service consistently. The researcher attributed this result to the departments from sports clubs put the interests of the public at the forefront of the concerns of workers and management, providing personal care for each member of the public service and a sense of sympathy with the applicant when exposed to a problem and respect for human relations, customs and traditions of the demands of beneficiaries. The departments of sports clubs have the ability to maintain the confidentiality and privacy of beneficiaries in service delivery and a sense of tranquility, security and a feeling of security to get good service every time a sports clubs to provide high quality recreational services and distinct the greater the demand for these clubs and the increase number of clients and participants in the exercise of those activities and thus the benefit and cost-effective will be the best. This is consistent with the study of Abdul Ghani [2] which resulted in findings to work to overcome obstacles facing the recreational activities to fit with the inclinations and the wishes of the beneficiaries and, consequently, improve quality performance is the main objective to maintain the security and safety and from here is to answer the fourth question, which provides that the reality of safety and security factors as the dimensions of recreational service quality.

Table 4: Frequency, percentage, value of the Ka² and arrangement of terms for the responses of research sample members for the sentences of the safety and security factors .n = 364

Sentences Serial	Yes		To some extent		No		Relative weight	Accounted Ka2 Value	Order
	Repetition	Percentage	Repetition	Percentage	Repetition	Percentage			
37	189	51.92	91	25.00	84	23.08	833	*56.81	1
38	100	27.47	132	36.26	132	36.26	696	5.63	6
39	148	40.66	123	33.79	93	25.55	783	*12.50	2
40	98	26.92	122	33.52	144	39.56	682	*8.72	5
41	94	25.82	122	33.52	148	40.66	674	*12.02	4
42	92	25.27	126	34.62	146	40.11	674	*12.28	3
43	124	34.07	119	32.69	121	33.24	731	0.10	8
44	123	33.79	129	35.44	112	30.77	739	1.22	7

Ka² value on the level (0.05) = 5.99

Table 5: Frequency, percentage, value of the Ka² and arrangement of terms for the responses of research sample members for the sentences of the core of human relations. n = 364

Sentences Serial	Yes		To some extent		No		Relative weight	Accounted Ka2 Value	Order
	Repetition	Percentage	Repetition	Percentage	Repetition	Percentage			
45	118	32.42	113	31.04	133	36.54	713	1.78	8
46	114	31.32	140	38.46	110	30.22	732	4.37	6
47	110	30.22	141	38.74	113	31.04	725	4.82	5
48	101	27.75	131	35.99	132	36.26	697	5.12	4
49	146	40.11	124	34.07	94	25.82	780	*11.23	1
50	134	36.81	116	31.87	114	31.32	748	1.99	7
51	144	39.56	127	34.89	93	25.55	779	*11.11	2
52	100	27.48	136	37.36	128	35.16	700	5.89	3

Ka² value on the level (0.05) = 5.99

As can be seen from Table 5 that the accounted Ka² value for the responses of a sample for the sentences of the core of human relations is statistically significant at the level of 0.05 except in terms number 45, 46, 47, 48, 50 and 52 which provides care management club to meet the needs of any individual beneficiaries and to accommodate the club's management needs of the beneficiaries and lay of the club interest of the beneficiaries at the forefront of its interests in order to resolve the problems faced by beneficiaries and make of the club every effort to meet the needs of beneficiaries and the sequence of the club the problems faced by the beneficiaries after providing the service. The researcher attributed this result to that, despite the availability of Department of Public Relations within the clubs to receive the beneficiaries and staff manages a club, put the satisfaction of beneficiaries, but departments do not accommodate the needs of the beneficiaries when providing recreational services and to guide the administration's interest in sports clubs, activities, sporting activity: football, basketball ... etc. This refers to the presence of deficiencies in some of the concepts associated with providing recreational services and clubs' departments should be aware of and realize the importance of providing recreational services for all groups in order to increase the popularity of these activities. Ahamahmy [12] indicates to the need to evaluate response of the beneficiaries of the services provided through the identification of the reaction of the public towards those services and the extent of increase that the good relations and mutual between the administration and the beneficiaries until the beneficiary can feel good about the quality of service provided to him. This refers to attract the largest possible number of target audiences and motivate them to rush to these services and the impact on the behavior of the public beneficiaries. This is consistent with the study of Al-Muhanna [3] to increase the degree of staff of the importance of the imposition of continuous process improvement and identify the needs of

beneficiaries and interest in the process of regulation in order to achieve the goals and the study of Yehia [7] in the need to train workers to perform the service correctly and consistently so as to increase appetite beneficiaries sports clubs and here is the answer to the fifth question, which provides that the reality of human relations factors as the dimensions of recreational services quality.

CONCLUSION

- C The availability of recreational services provided in the sports clubs (in question) from the modern appearance of the clubs and area designs that help to provide recreational services and the extent of appropriate places of entry and exit of the numbers of beneficiaries and the places accommodate beneficiaries and readily available for periodic maintenance of all internal units clubs and appropriate number of toilets for the number of clients and the proportionality lighting units for evening use.
- C Although the existence of high institutional capacity within the requirements of total quality as the existence of modern methods to facilitate the communication process between the administration of the club and requirements of the beneficiaries, but there is no activation and constant updating of these means in order to achieve efficient communication between the club management and beneficiaries to achieve services in addition to solving problems brought to it by the beneficiaries.
- C Although the availability of safety and security factors clubs (in question) for all beneficiaries that the management of clubs do not provide adequate means of protection in the event of a risk and do not club, including the permanent maintenance concerns protection of the beneficiaries within the requirements of total quality management.

RECOMMENDATIONS

Through the objectives of the research, inquiries and sample studied and discussion of results during the researcher, the following is recommended:

- C The departments of sports clubs should consider the variables by which we can measure effectiveness of recreational services in sports clubs within the requirements of total quality when designing the strategy for improving the quality of recreational services.
- C Training of management and workers in sports clubs and rehabilitation to achieve the best performance of the service.
- C The need to study the community of beneficiaries of recreational services provided by the sports clubs extensive study targeted as groups to identify their needs in terms of quality activities and services that meet their desires and conform to their expectations.
- C The distinguished workers who are responsible for providing the service in sports clubs must participate in the processes of improving and developing services provided and to propose solutions to the problems facing processes and improvement.
- C The measures necessary for evaluation and follow-up must be specified within the possibilities available in each sports club.

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