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The Impact of Digital Sports Media on the Development of Sports Tourism from the Perspective of Sports Federations Workers

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ABSTRACT

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Keywords:
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Smart Applications*

This research aims to analyze the impact of digital sports media on the development of sports tourism from the point of view of employees in sports federations. The research problem stems from the field observation of the weakness of the use of digital media in the promotion of sports tourism events and places, despite the wide spread of modern technologies and social media, which calls for studying the level of this impact and identifying the shortcomings and available capabilities. The research adopted a descriptive-analytical approach, and data were collected through a questionnaire applied to a sample of (152) employees in the federations Sports. The results showed that digital sports media represents an effective tool in promoting tourist places and events through websites and smart applications that promote sports tourism awareness. It has also been shown that direct digital media is more effective than traditional means of presenting tourism activities, and that digital media contributes to improving coordination between sports and tourism entities and increasing the number of visitors and participants. The findings indicated that there are constraints related to weak technological infrastructure and lack of training in digital media. The research recommended the development of the digital infrastructure of sports federations, training cadres on digital sports media skills, and strengthening the partnership between the sports and tourism sectors through digital media to achieve sustainable development in sports tourism.

1.1 Introduction:

Digital sports media is a specialized branch of media that is concerned with the transmission of sports-related news and information through various digital media such as websites, smart applications, and social media platforms. This type of media plays a vital role in fostering interaction between fans and sporting events, providing real-time and comprehensive coverage of local and global sporting events.

Digital sports media has a great impact on the development of sports tourism, as it contributes to increasing awareness of major events and events that attract tourists through social media platforms and websites, those interested in sports can get instant information about the tournaments, which enhances their chances of attending these events, digital sports media contributes to the interaction between fans and athletes, which creates a sense of belonging and motivates tourists to visit sports destinations, Good media coverage also highlights the surrounding tourist attractions, which contributes to attracting tourists to attend these events and reflects unique experiences through the use of communication and digital advertising to promote tourist facilities and facilities effectively, which enhances the opportunities to attract visitors and investors in this field.

Thus, sports tourism has become one of the most important major industries in the world at the present time and has contributed effectively to the revitalization of tourism, whether internal or external, and to raise the national economy by holding tournaments and competitions to attract large numbers of tourists for the purpose of participating in these sports tournaments.

The importance of this research lies in the fact that it fills a knowledge gap about the role of digital sports media in supporting and developing sports tourism within Iraq, which is a vital field that contributes to strengthening the national economy by revitalizing the tourism sector and attracting investments. The results of the research will also help decision-makers in sports federations to understand the challenges facing the exploitation of digital media and improve media strategies to support sustainable development in sports tourism.

1-2 Research Problem:

Despite the growing importance of digital sports media in supporting and developing sports tourism, sports federations in Iraq face several challenges related to a lack of technological infrastructure, poor digital skills for workers, and high costs of developing high-quality digital content. International competition in the field of sports tourism also makes it more difficult to exploit these digital means effectively. Therefore, there is a need to study the reality of the use of digital sports media among the employees of sports federations, and to identify the obstacles that limit their abilities to develop sports tourism, which will help find strategic solutions that support this development

1-3 Research Objectives:

- 1- Identifying the reality of digital sports media in the development of sports tourism from the point of view of employees in sports federations
- 2- Building the Digital Sports Media Scale in the Development of Sports Tourism from the Perspective of Sports Federations Workers

1-4 Imposing the Research:

Is there a positive impact of digital sports media on increasing the number of participants in tourist sporting events?

1.5 Research Areas

1.5.1 Human Field: Employees of Sports Federations, Administrators and Members of Media Offices

1-5-2 Temporal Domain : For the period from 1/9/2024 to 1/7/2025

1.5.3 Spatial Field: Headquarters of Sports Federations

1.6 Defining Terms:

Digital sports media: It is the process of transmitting information and media content over the Internet and other digital media such as mobile phones, tablets, computers, smart TVs, electronic games, and smart speakers

Sports Tourism: Defined by Ashraf Samir Al-Midani (12:2015)

It is traveling from one place to another inside or outside the country in order to participate in some courses and tournaments or in order to enjoy and watch various sports activities.

2-1 Research Methodology

The researcher used the descriptive method (survey studies) with its steps and procedures to suit the nature of the current study.

2-2 Research Population: The research population included employees of Iraqi sports federations, as well as academics, experts and workers in media offices, where the researcher selected the main research sample by random method, which consisted of (152) employees, which is 84% of the original community, which is (182) employees, and Table No. (1) shows the distribution of the sample and the number of employees in sports federations.

Table (1)

Percentage	Number of Employees	Union Name	t
22%	40	Iraqi Central Football Federation	1
16%	30	Iraqi Central Basketball Federation	2

14%	25	Iraqi Central Volleyball Federation	3
15%	28	Iraqi Central Handball Federation	4
9%	16	Iraqi Central Wrestling Federation	5
11%	20	Iraqi Central Athletics Federation	6
8%	14	Iraqi Central Swimming Federation	7
5%	9	Iraqi Central Golf Federation	8
100%	182	Total	

2.3 Data Collection Tools:

To collect data for the current research, the researcher used the scale of the impact of digital sports media on the development of sports tourism and from the point of view of workers in sports federations.

1- Reading and Viewing:

The researcher reviewed many studies and references that dealt with the topic of digital sports media and sports tourism topics

2- Setting the Scale Goal:

The aim of the scale is to identify the impact of digital sports media on the development of sports tourism from the point of view of employees in sports federations

3- Determining the axes of the scale:

After reviewing the scientific studies and researches and determining the objective of the scale, the researcher developed a set of (7) axes and presented them to a group of (7) experts in the field of sports management, public administration and the media, as in Annex No. (1) in order to express their opinion on the suitability of these axes for the research topic, and the researcher was satisfied with the axes that get (70%) as in Table (2)

Experts' Opinions on the Appropriateness of the Axes of the Impact of Digital Sports Media Scale on the Development of Sports Tourism from the Perspective of Sports Federations Workers

Table (2)

Percentage	Disagree	I agree	Axis	t
100%	-	7	Social Media	1
71%	2	5	Engage with the audience	2
43%	4	3	Live Streaming	3
100%	-	7	Smart Applications	4
86%	1	6	Website	5
71%	2	5	Providing information	6
14%	6	1	Strategies & Planning	7

(n=7)

It is clear from Table (2) that the percentage ranged from 14% to 100%, and based on the opinions of the experts, the axes that obtained 70% were accepted, where 5 axes were accepted,

and the live broadcasting axis was excluded for obtaining 43%, and the strategy and planning axis was excluded to obtain 14%, where the axes of the scale are (5) axes.

3.4 Formulation of Metric Statements:

The researcher developed a set of phrases for the scale, which amounted to (35) phrases, and when formulating the phrases, it was taken into account that the phrase should have one specific meaning, and that the language of the phrase should be correct, and that it should stay away from difficult phrases.

3.4.1 Initial picture of the scale:

The researcher presented these statements to a group of experts, which number (7) as in Annex (1) in order to express their opinion on the appropriateness of the measures of the scale, where all the statements that obtain an agreement percentage higher than (70%) and which the researcher accepted as an acceptable agreement percentage, as in Table (3)

Expert Opinions on the Relevance of the Measures The Impact of Digital Sports Media on the Development of Sports Tourism from the Perspective of Sports Federations Workers

Table (3)

Website		Providing information		Smart Applications		Engage with the audience		Social Media	
100%	Ferry	100%	Ferry	100%	Ferry	100%	Ferry	100%	Ferry
100%	1	100%	1	100%	1	71%	1	43%	1
86%	2	29%	2	100%	2	29%	2	100%	2
71%	3	71%	3	43%	3	86%	3	100%	3
100%	4	86%	4	71%	4	100%	4	86%	4
100%	5	100%	5	86%	5	14%	5	100%	5
86%	6	100%	6	100%	6	71%	6	86%	6
		71%	7	86%	7	86%	7	71%	7
								100%	8

(n=7)

It is clear from Table (3) that the percentage of the opinions of the experts on the appropriateness of the proposed phrases ranges between (29%-100%), and in light of this, the researcher satisfied the acceptance rate of the phrases that get 70% or more, where phrase (1) was excluded from the first axis, which is phrase (1), which is phrase (1), where it got 43%, and (2) phrases were excluded from the second axis, which is phrase (2), where it got 29%, and phrase (5) where it got 14%. (1) phrases were excluded from the third axis, which is phrase (3), where it obtained 43%, and phrase (1) was excluded from the fourth axis, which is phrase number (2), where the percentage reached 29%, in addition to amending the wording of some incomprehensible phrases based on the opinions of the experts, so that the scale in its final form consists of (35) phrases.

3.5 Exploratory Experiment

The survey sample was conducted on a sample of (30) employees, the sample was randomly selected from the research community and outside the main study sample during the period (15/2/2025 to 20/2/2025) in order to ensure the honesty and stability of the data collection tool and to know the negatives facing the researcher, the clarity of the paragraphs of the scale, and the extent of the difficulties faced by the researcher.

Correcting the questionnaire

- To correct the questionnaire, the researcher chose the three-point scale, and the questionnaire was corrected as follows:
- Ferris in the direction of dimension (Available, Somewhat Available, Not Available)
- Statements in the opposite direction of dimension (N/A, Somewhat available, Yes)

3.6 Scientific parameters of the questionnaire

1. Honesty of internal consistency

To calculate the validity of the internal consistency of the questionnaire, the researcher applied it to a sample of (30) employees from the research community and not the original sample of the research, and the correlation coefficients between the score of each of the questionnaire phrases and the total score to which it belongs, and the correlation coefficients between each phrase and the total score of the questionnaire were calculated, and the correlation coefficients between the score of each axis and the total score of the questionnaire were calculated and Table (4) shows respectively

Table (4)

Correlation coefficients between the score of each of the metric statements and the axis score belonging to the mechanism (n = 30)

Fifth Theme Website		The fourth pillar is to provide information		The third axis is smart applications		The second axis is interaction with the audience		The first theme is social media	
Correlation coefficient	Ferry	Correlation coefficient	Ferry	Correlation coefficient	Ferry	Correlation coefficient	Ferry	Correlation coefficient	Ferry
0,78	1	0,69	1	0,91	1	0,86	1	0,88	1
0,83	2	0,79	2	0,82	2	0,91	2	0,76	2
0,80	3	0,85	3	0,78	3	0,70	3	0,84	3
0,87	4	0,90	4	0,65	4	0,86	4	0,79	4
0,92	5	0,87	5	0,79	5	0,80	5	0,93	5
0,69	6	0,85	6	0,81	6	0,74	6	0,74	6
		0,72	7	0,80	7	0,87	7	0,78	7
								0,87	8

The tabular value of (t) at the significance level of (0.05) = (0.57)

It is clear from Table (4) that the correlation coefficients between the score of each of the questionnaire statements and the total score of the questionnaire ranged between (0.65, 0.93), which are statistically significant correlation coefficients, which indicates that the questionnaire has an acceptable degree of truthfulness.

Table (5)

Correlation coefficients between the score of each axis and the total score of the questionnaire (n = 30)

Calculated t value	Axis	m
0,91	Social Media	1
0,87	Engage with the audience	2
0,93	Smart Applications	3
0,82	Providing information	4
0,90	Website	5

The tabular value (t) at the significance level of (0.05) = (0.57)

It is clear from Table (5) that the correlation coefficients between the score of each axis and the total score of the resolution ranged between (0.82 and 0.93) are statistically significant correlation coefficients, which indicates the validity of the questionnaire

Table (6)

Stability coefficients using Falkronbach coefficient for the resolution (n=30)

Cronbach's alpha coefficient	Axis	m
0,91	Social Media	1
0,89	Engage with the audience	2
0,94	Smart Applications	3
0,88	Providing information	4
0,93	Website	5

(n=30) the value of tabular (t) at the significance level of (0.05) = (0.57)

It is clear from Table (6) that the alpha coefficients for the questionnaire axes ranged between (0.88: 0.94) and the alpha coefficient for the questionnaire as a whole reached (0.97), which are statistically significant coefficients, which indicates the stability of the questionnaire, and the questionnaire is as in Appendix (2) of (35) phrases distributed on five axes of the digital sports media scale in the development of sports tourism, and the researcher used a triple scale that was given to the respondent for each paragraph (3 scores are available, Available to some extent 2 degrees, not available 1 degree) and after verifying their scientific parameters (honesty, consistency), the scale became appropriate and effective for this study and can be applied appropriately.

3.7 Main experience

The researcher applied the questionnaire form in its final form to the main research sample, which amounted to (152) employees during the period (10/3/2025 to 25/3/2025) and after all the questionnaire forms and emptied them with the tripartite estimation scale in preparation for the statistical treatments.

3-8 Statistical Methods:

After collecting and tabulating the data, it was processed statistically and to calculate the results of the research, the researcher used the following statistical methods:

Percentage, correlation coefficient, Falkronbach coefficient, estimated score, relative weight, and the researcher was satisfied with the significance level at (0.05) and the researcher used SPSS software to calculate some statistical parameters.

3. Presentation and discussion of the results

The first theme: Social media

Table (8)

The estimated score and relative weight of the responses of the research sample in the first axis (social media)

Ranking	Relative Weight	Arithmetic mean	Rated Grade	Response			Phrases	t
				Out of Stock	Available to some extent	Available		
2	82%	2.46	375	19	43	90	Social media contributes to creating a mental image of the sports tourist	1
1	%88	2,64	402	17	60	75	Videos posted on social media contribute to consolidating a positive image of the reality of sports tourism	2
3	%81	2,44	372	25	34	93	Social media contributes to the formation of a positive public opinion about the sports tourism of the country	3
5	%76	2,27	346	30	50	72	Use social media to get information about the most important sports	4

							tourist places	
7	%68	2,03	309	52	79	21	The use of social media has increased sports tourism compared to traditional media methods.	5
6	%70	2,11	321	43	49	60	Social media sites work to attract tourists and establish good relationships with them	6
4	%81	2,44	372	12	60	80	Negative news circulating on social media sites affects the reputation of the country's sports tourism significantly	7
8	%66	1,98	302	32	90	30	Live broadcasting is of great importance in promoting sports tourism for the country	8

(n=152)

The results of the table showed that the sample members have a remarkable awareness of the importance of social media in supporting sports tourism, through relative weights that ranged between (66%) and (88%), with significant arithmetic averages ranging between (1.98) and (2.64) on a triple scale (3=available, 2=somewhat available, 1=unavailable), which indicates a medium to high level of approval

The phrase "The researcher believes that the positive impact of the mental image making of videos published on social media contributes to consolidating a positive image of the reality of sports tourism" came in first place with an arithmetic average of (2.64) and a relative weight (88%), which reflects a strong awareness of the importance of visual content in forming positive impressions among the audience.

The phrase related to the use of social media to obtain information about sports tourist places achieved relative weight (76%), which indicates actual use, albeit to a lesser extent than expected. While the phrase "social media sites attract tourists and establish good relationships with them" indicated a medium relative weight (70%), which indicates a moderate role in the aspect of digital interaction and public relations, which may require more professional activation of these channels

The phrase "where the use of social media sites increases sports tourism compared to traditional media methods" achieved the lowest arithmetic average (2.03) and relative weight (68%), which indicates that there are some doubts or hesitation among the sample about the superiority of digital media over traditional media in this aspect, and this may be due to the lack of clear strategies or integration between the two media in practice

The phrase "Live broadcasting is of great importance in promoting the country's sports tourism" came in last place with an average of (1.98) and a relative weight (66%), a result that requires attention, as it reflects the lack of exploitation of this important digital feature, despite the real-time and interactive promotional opportunities it offers

The researcher believes that the results of this axis indicate that digital media, especially social media sites, plays an important role in influencing sports tourism, especially through the creation of a positive mental image and the publication of promotional videos. However, there is a lack of use of advanced tools such as live broadcasting, and a relative weakness in the exclusive reliance on digital media compared to traditional ones.

This is consistent with the study of Gretzel et al. (2006) which indicated that tourists are increasingly relying on social media as their main source of information before making travel decisions.

This result is also in line with a study (Alonso & Liu, 2022) that confirmed that visual content and short promotional clips through social media are one of the most prominent tools for building positive impressions among tourists, especially in the sports sector.

Table (9)

The Estimated Degree and Relative Weight of the Research Sample's Responses in the Second Axis (Interaction with the Public)

Ranking	Relative Weight	Arithmetic mean	Rated Grade	Response			Phrases	t
				Out of Stock	Available to some extent	Available		
1	%78	2,34	356	30	40	82	There are special sports tourism offers for films directly through digital media	1
7	%43	1,28	196	65	30	57	There are digital channels that the public uses to interact with sports tourism content	2
3	%71	2,12	323	31	71	50	Videos play an important role in the promotion of tourist facilities such as hotels, sports facilities and resorts	3

4	%64	1,92	292	32	100	20	Digital sports media contributes to increasing tourism awareness for the tourism category used	4
2	%75	2,24	341	11	93	48	Digital sports media influences increasing environmental awareness among the public	5
5	%54	1,63	248	84	40	28	Digital sports media contributes to the promotion of popular sports tourism festivals	6
6	%46	1,38	210	103	40	9	The Federation has professional media programs for interacting with the public.	7

N=(152)

The results of the table showed a clear disparity in the estimates of the sample members towards the effectiveness of digital sports media in supporting sports tourism, where the arithmetic averages ranged between (1.28) and (2.34), while the relative weights ranged between (43%) and (78%), which indicates that there is a varying perception among the sample members about the roles of digital media in sports tourism, with some aspects strongly emerging versus weak in other aspects

The researcher believes that the presence of sports tourism offers for tourists directly through digital media, as it came in first place with an arithmetic average of (2.34) and a relative weight (78%), which indicates that digital media is already used to provide targeted tourism offers, which is a positive indicator of the exploitation of these media in the direct marketing aspect, and reflects an increasing trend towards digitalization in the sports tourism sector

The impact of digital sports media on increasing environmental awareness, as it came with an average of (2.24) and a relative weight of (75%), which indicates that some federations have invested in digital content that enhances environmental awareness related to sports tourism.

The researcher believes that the contribution of videos in the promotion of tourist facilities and sports facilities, as it achieved an average of (2.12) and relative weight (71%), which reflects the effectiveness of these media in highlighting the components of sports tourism, is expected due to the impact of visual content on tourists.

The results of the research showed that there is a weakness in the investment of digital media in promoting popular tourism festivals, as the phrase came with an arithmetic average of (1.63) and a relative weight (54%), and these festivals are often of a cultural and popular nature, which is important from the marketing point of view for sports tourism

There was a large gap between sports federations and the sports and tourism public, where the phrase "there are digital channels used by the public to interact with sports tourism content"

came in last place with an average of (1.28) and a relative weight (43%), which reflects a lack of use of interactive digital channels such as smart applications to reach tourists more

The researcher believes that the results of this axis in general indicate that there is a relatively positive perception by the sample members towards the effectiveness of digital sports media in aspects related to direct promotion and raising awareness, but there is a noticeable deficiency in the elements of interaction with the public and the production of professional programs within the federations. This reflects that the current employment of digital media is concentrated in the advertising aspects rather than being a tool of communication and effective community interaction

This is in line with a study (Alonso & Liu, 2020) that confirmed that digital media effectively contributes to marketing sports tourism offers and expanding public reach.

It agrees with a study (Choi et al., 2019) that showed that digital media plays a pivotal role in creating interactive marketing experiences for sports tourists.

Table (9)

The Estimated Degree and Relative Weight of the Research Sample Responses in the Third Axis (Smart Applications)

Ranking	Relative Weight	Arithmetic mean	Rated Grade	Response			Phrases	t
				Out of Stock	Available to some extent	Available		
2	%71	2,14	326	35	60	57	The use of smart applications is one of the most important modern means of serving sports tourism	1
6	%66	1,98	301	51	53	48	The Federation prefers to advertise sports tourism services through smart applications over other traditional means	2
5	%68	2,03	309	48	51	53	The use of smart applications helps improve the services of sports tourism	3
7	%65	1,95	297	74	11	67	The advantages of using smart applications allow you to provide information related to sports tourism services at any time	4
3	%69	2,07	316	35	70	47	The use of smart applications increases the	5

							country's ability to attract tourists and gain a competitive advantage	
1	%76	2,29	349	17	73	62	Smart app technology is a good tool to reach tourists at any time	6
	%62	1,87	285	57	57	38	There is a lot of interest in using smartphone applications in training sports tourism workers	7

(n=152)

The results of the table showed a disparity in the estimates of the sample members about the effectiveness of smart applications in supporting sports tourism, where the arithmetic averages ranged between (1.87) and (2.29), while the relative weights ranged between (62%) and (76%), which reflects the existence of a relatively positive perception of the importance of these applications, with a difference in the level of activation and dependence on them between different dimensions.

The phrase "Smart App Technology is a good tool to reach tourists at any time" ranked first with an average of (2.29) and relative weight (76%), which indicates that the sample members are well aware of the role of these applications as an instant and flexible communication tool with the sports tourist, which is in line with recent trends in digital marketing of tourist destinations and enhancing real-time reach.

While the phrase "the use of smart applications is one of the most important modern means in the service of sports tourism" came in second place (2.14, 71%), which confirms the importance of smart technology as an innovative and direct means that provides updated sports tourism content, and provides interactive services that contribute to improving the tourist experience.

In third place, the phrase related to the impact of applications on raising the country's ability to attract tourists and gain a competitive advantage (2.07, 69%), which is an indication of the respondents' perception that the effective use of technology reflects positively on the mental image of the country as a sports tourism destination, and supports its position in the global tourism market.

The last statement, which came in seventh place (1.87, 62%) related to the use of applications in the training of sports tourism workers, indicates a lack of investment in applications as a training and educational tool, despite the fact that this field is one of the most fertile areas for employing technology in building specialized tourism human competencies.

The researcher believes that these results indicate that there is a relatively positive perception among the sample members of the importance of smart applications in sports tourism, especially in the fields of direct communication, marketing and attraction, but this realization is not matched by comprehensive institutional activation or balanced investment of all the

possibilities of this technology, as clear gaps appear in the fields of training and institutional preference for applications over traditional means.

It is in line with a study (Abdullah, 2022) that showed that some sports entities still use traditional means in tourism promotion despite the availability of applications.

Table (10)

The Estimated Degree and Relative Weight of the Research Sample Responses in the Fourth Axis (Providing Information)

Ranking	Relative Weight	Arithmetic mean	Rated Grade	Response			Phrases	t
				Out of Stock	Available to some extent	Available		
4	%61	1,84	280	63	50	39	There is a recognition of the importance of digital sports media for the development of sports tourism	1
6	%54	1,63	248	55	38	59	Technological development helps in the process of producing media content faster than ever before.	2
1	%74	2,23	340	18	80	54	Digital sports media has contributed to the increase of sports tourism programs	3
2	%65	1,96	298	54	50	48	Digital sports media interested in sports tourism are accompanying modern media in the current period	4
3	%62	1,86	284	67	38	47	There are enough modern tools used in digital sports media interested in the aspect of sports tourism	5
7	%52	1,57	239	74	69	9	Technology currently used by consortia at the level of ambition	6
5	%59	1,76	269	58	71	23	There is satisfaction by the federations about the way digital sports media is addressing sports tourism	7

(n=152)

The results of the table showed a significant difference in the opinions of the sample members about the effectiveness of digital sports media in supporting sports tourism, where the arithmetic averages ranged between (1.57) and (2.23), while the relative weights ranged

between (52%) and (74%). This reflects a limited relative positive perception of the overall impact of digital sports media, with some bright spots emerging as opposed to aspects that still suffer from institutional or technical deficiencies.

The phrase "digital sports media has contributed to the increase of sports tourism programs" came in first place (2.23, 74%), which indicates the respondents' awareness that digital media has played an effective role in revitalizing sports tourism through the diversity of programs and content. This reflects the use of digital media by some entities to produce and promote targeted tourism content, in line with global trends towards integration between tourism and digital media.

The phrase "digital sports media interested in sports tourism keeps pace with modern media" came in second place (1.96, 65%), which reflects a general feeling that digital sports media in some aspects keeps pace with modern technological developments, but does not amount to full excellence, which may be related to the individual efforts of some institutions without a unified strategy.

The phrase "there are a sufficient number of modern tools used in digital sports media interested in sports tourism" ranked third (1.86, 62%), indicating that there is a basic technical infrastructure that can be built upon, but the actual level of use and employment of these tools still needs to be developed and expanded.

The phrase "technology currently used by federations at the level of ambition" scored the lowest percentage (1.57, 52%), reflecting a significant weakness in the institutional and strategic use of technology within sports federations. This suggests that federations still rely on traditional or out-of-date tools, despite the availability of technology, which may limit their effectiveness in promoting sports tourism.

The researcher believes that the results of this axis in general indicate that there is an initial and positive awareness among some workers of the importance of digital sports media in supporting sports tourism, especially in aspects related to the production of tourism programs and the employment of some modern tools. However, the institutional application still suffers from technical deficiencies, weakness in infrastructure and qualified cadres, and a decrease in public satisfaction with digital content related to sports tourism.

These results are consistent with a study (Ratten, 2020) that confirmed that digital transformation has helped to develop sports tourism programs and initiatives in an innovative and multimedia manner.

Table (11)

The Estimated Degree and Relative Weight of the Research Sample Responses in the Fifth Axis (Website)

Ranking	Relative	Arithmetic	Rated	Response	Phrases	t
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	Weight	mean	Grade	Out of Stock	Available to some extent	Available		
1	%79	2,36	360	13	70	69	The federation has a website to display sports tourist venues	1
5	%69	2,08	317	37	65	50	Ethihad relies on websites designed globally to provide sports tourism services	2
6	%62	1,85	282	52	70	30	The federation uses simplified websites to allow for use by tourists	3
3	%78	2,33	355	13	75	64	Websites are a good way to get information about sports tourist destinations	4
4	%69	2,08	317	33	73	46	The federation relies on the organization of the map of sports tourist sites to provide its services	5
2	%79	2,36	360	18	60	74	The website contributes to the process of attracting tourists	6

N=(152)

The results of the table show that there is a clear positive appreciation by the sample members of the importance of the role of the websites owned by sports federations in supporting sports tourism, where the arithmetic averages ranged between (1.85) and (2.36), and the relative weights between (62%) and (79%), which indicates a relatively high awareness of the value of these sites in improving communication and sports tourism promotion.

The phrases "Etihad has a website to display sports tourist destinations" and "The website contributes to the process of attracting tourists"* received the highest arithmetic average (2.36) and relative weight (79%), which reflects a clear recognition by the sample that having an integrated website is a key pillar for promoting and introducing sports tourist destinations. This underscores the importance of investing in digital infrastructure to provide rich and engaging content for sports tourists.

The phrase "websites are a good way to get information about sports tourist destinations" came in third place (2.33, 78%), which shows that users see websites as a reliable and easily accessible source of tourist information, which enhances the role of digital media in providing the necessary information for tourists.

The phrase "using simple websites that provide the opportunity for tourists to use easily" came in last place (1.85, 62%), which reflects a relative lack of design of websites that are easy to browse and available to a wide range of tourists, which may limit the effectiveness of these websites in serving different categories of users.

The researcher believes that the results of this axis indicate that there is a good awareness of the importance of having a website among sports federations as a marketing and introductory tool for sports tourist destinations, with a good appreciation of the role of these sites in attracting tourists and providing information. However, there is an urgent need to improve the user experience by adopting international design standards, and ensuring simplicity and ease of navigation, in order to maximize the positive impact of websites.

1.4 Conclusions

In light of the findings of the research, the following conclusions can be drawn

- 1- Building the scale of digital sports media in the development of sports tourism from the point of view of the employees of sports federations
- 2- There is awareness from sports federations of the importance of digital media in supporting sports tourism by promoting sports and tourism activities and events.
- 3- Sports federations have websites and digital communication platforms that allow the display of tourism activities of a sporting nature
- 4- The results showed that the use of smart applications in promotion is an effective means and applications must be developed in terms of content and functionality to support sports tourism in the best possible way.
- 5- There appeared to be deficiencies in awareness and marketing programs by producing digital sports content directed at local or foreign audiences.
- 6- Sports federations are positively oriented towards the importance of digital sports media in promoting sports tourism in the future

4.2 Recommendations

- 1- Developing the digital infrastructure of the federations by regularly updating digital platforms to market tourism activities of a sporting nature.
2. Sports federations should adopt comprehensive digital media plans and strategies that explain how to use digital media as an effective tool to promote sports tourism.
- 3- Benefiting from smart applications: Directing attention towards the development of smart applications that provide information and interactive services to sports tourists, with a focus on ease of use.
- 4- Encouraging the production of interactive digital content (videos, live streams, virtual tours) that enhances the attractiveness of sports tourism and motivates the public to participate and engage in events.
- 5- It is recommended to provide continuous training programs for employees in sports federations to raise their skills in the use of digital media technologies and electronic marketing tools, in a way that contributes to improving the quality of communication and tourism promotion.
6. Enhancing cooperation between the concerned authorities It is necessary to enhance coordination and cooperation between sports federations, tourism entities, and digital media to ensure the integration of efforts and achieve the greatest impact on the development of sports tourism through digital media.

Arab and Foreign Sources

◆ First: Arab Sources

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◆ Second: Foreign Sources

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Appendix (1)

Names, scientific titles, specialization, as well as places of work of experts

Workplace	Specialization	Scientific Title	Name	t
Faculty of Physical Education and Mathematical Sciences, Al-Mustansiriya University	Psychology	Professor	Shaima Abd Matar Al-Tamimi	1
Department of Physical Education and Sport Sciences, Faculty of Basic Education, Diyala University	Sports Management	Professor	Uday Karim Rahman	2
Department of Sport Management, Institute of Management, Rusafa Central Technical University	Psychology	Assistant Professor	Muhannad Abdulhassan Al , Hilal	3
Department of Sport Management, Institute of Management, Rusafa Central Technical University	Sports Department	Assistant Professor	Ghaida Mohamed Hassoun	4
Faculty of Physical Education and Sport Sciences, Al-Mustansiriya University	Sports Management	Assistant Professor	Zainab Falah Ibrahim	5
Central Technical University of Rusafa Management Institute	Media	Lecturer Doctor	Alaa Hamid Hussein	6
Department of Sport Management, Institute of Management, Rusafa Central Technical University	Sports Management	Lecturer Doctor	Saif Dawood Salman	7

Appendix (2)

**In the name of God the most Merciful, the most Compassionate
Central Technical University
Institute of Management / Al Rusafa
Department of Sports Management Techniques**

Final Resolution

Mr. Respectable

Dear Professor Respected

Greetings.

The researcher prepares a field study entitled (**The Impact of Digital Sports Media on the Development of Sports Tourism from the Perspective of Employees in Sports Federations**)

Because of the experience and knowledge that the researcher entrusts to you, he would like to use your sound opinions in determining the degree of importance of each paragraph of the questionnaire to describe the impact of digital sports media on the development of sports tourism from the point of view of the employees of sports federations by putting a sign in front of the expressive paragraph.

Appreciating your cooperation in order to describe the impact of digital sports media on the development of sports tourism from the point of view of the employees of the sports federations, and accept my thanks and appreciation for your blessed scientific effort.

Researcher

Scale

Unverified	Somewhat achievable	Verified	Paragraphs	t
			Social media contributes to creating a mental image of the sports tourist	1
			Videos posted on social media contribute to consolidating a positive image of the reality of sports tourism	2
			Social media contributes to the formation of a positive public opinion about the sports tourism of the country	3
			Use social media to get information about the most important sports tourist places	4
			The use of social media has increased sports tourism compared to traditional media methods.	5
			Social media sites work to attract tourists and establish good relationships with them	6

			Negative news circulating on social media sites affects the reputation of the country's sports tourism significantly	7
			Live broadcasting is of great importance in promoting sports tourism for the country	8
			There are special sports tourism offers for films directly through digital media	9
			There are digital channels that the public uses to interact with sports tourism content	10
			Videos play an important role in the promotion of tourist facilities such as hotels, sports facilities and resorts	11
			Digital sports media contributes to increasing tourism awareness for the tourism category used	12
			Digital sports media influences increasing environmental awareness among the public	13
			Digital sports media contributes to the promotion of popular sports tourism festivals	14
			The Federation has professional media programs for interacting with the public.	15
			The use of smart applications is one of the most important modern means of serving sports tourism	16
			The Federation prefers to advertise sports tourism services through smart applications over other traditional means	17
			The use of smart applications helps improve the services of sports tourism	18
			The advantages of using smart applications allow you to provide information related to sports tourism services at any time	19
			The use of smart applications increases the country's ability to attract tourists and gain a competitive advantage	20
			Smart app technology is a good tool to reach tourists at any time	21
			There is a lot of interest in using smartphone applications in training sports tourism workers	22
			There is a recognition of the importance of digital sports media for the development of sports tourism	23
			Technological development helps in the	24

			process of producing media content faster than ever before.	
			Digital sports media has contributed to the increase of sports tourism programs	25
			Digital sports media interested in sports tourism are accompanying modern media in the current period	26
			There are enough modern tools used in digital sports media interested in the aspect of sports tourism	27
			Technology currently used by consortia at the level of ambition	28
			There is satisfaction by the federations about the way digital sports media is addressing sports tourism	29
			The federation has a website to display sports tourist venues	30
			Etihad relies on websites designed globally to provide sports tourism services	31
			The federation uses simplified websites to allow for use by tourists	32
			Websites are a good way to get information about sports tourist destinations	33
			The federation relies on the organization of the map of sports tourist sites to provide its services	34
			The website contributes to the process of attracting tourists	35