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The role of a personal trainer in achieving marketing, safety, and security goals in sports hotels

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Abstract---A comfortable bed to spend the night in is just one part of a hotel stay. Therefore, people often consider more than just the core product when deciding where to spend the night. The idea is to study how to exercise possibilities affect people's hotel choices and what kinds of exercise amenities are desired during a hotel stay. Finding an exemplary personal trainer is difficult, with the presence of several coaches. It is necessary to the existence of special professional standards for workers in health centers and clubs, especially since training exerting physical effort is a double-edged sword, and every health problem has its movement program. according to the nature, type, and degree of the health problem. Sports hospitality is one of the most important types of tourism that effectively contributes to the revitalization of tourism, whether internal or external and raises the national economy by holding tournaments and sports competitions to attract large numbers of tourists to participate in these sports tournaments. and profitable trade. This type of Sports hospitality management has appeared in many countries, especially developed countries with a high standard of living and which have sports facilities such as stadiums, tools, and other elements of tourism, such as the weather for playing various games and sports, and the appropriate geographical location. Egypt has many of these factors. Aim: The role of the qualified trainer in achieving the goals of marketing, safety, and security in sports hotels The Research Sample: For some visitors to the private Sports hotels in Cairo Governorate, the basic sample is 75 and the exploratory sample is 25 people. Results: There is a significant level of Chi-square value for the responses of the search sample toward Agree to the number phrases

(1,2,3,4,5,6,8,9,10,11,13,15), as there is no significant level of Chi-square value for the sample responses direction to Maybe, and there is a significant level of Chi-square value responses Not Agree in phrases. (14,12,7). Conclusions: The level of interaction of the hesitant with the qualified personal trainer is high and good, and the qualified coach enhances the support of security and safety factors in Sports hotels through Paying attention to a good explanation of all the exercises accompanying the sports equipment. Meet the visitors' needs for health and physical services. Commitment to the specified time for training and services provided. Strengthening the trust between him and those who visit the health club. Paying attention to health problems has a good impact on achieving safety and security factors for the repeaters. Introducing the visitors to the health club sections with an abundant explanation.

Keywords---sports hospitality management, marketing, personal communication, personal trainer, safety, security, sports hotels.

Introduction

A comfortable bed to spend the night in is just one part of a hotel stay. Therefore, people often consider more than just the core product when deciding where to spend the night. The idea is to study how to exercise possibilities affect people's hotel choices and what kinds of exercise amenities are desired during a hotel stay.[1] According to national research, 90% of 19–65-year-old Finns do sports more than twice a week and even 55% claim to exercise over four times a week. Almost 50% of Finns practice three or more different sports. People are exercising more than before. There are still people who do not exercise at all.[2]

Finding an exemplary personal trainer is difficult, with the presence of several coaches. It is necessary to the existence of special professional standards for workers in health centers and clubs, especially since training exerting physical effort is a double-edged sword, and every health problem has its movement program. according to the nature, type, and degree of the health problem.[3]

Sports hospitality is one of the most important types of tourism that effectively contribute to the revitalization of tourism, whether internal or external and raises the national economy by holding tournaments and sports competitions to attract large numbers of tourists to participate in these sports tournaments. and profitable trade. [4] Can we consider the citation of our paper on sports hospitality This type of Sports hospitality management has appeared in many countries, especially developed countries with a high standard of living and which have sports facilities such as stadiums, tools, and other elements of tourism, such as the appropriate weather for playing various games and sports, and the appropriate geographical location. Egypt has many of these factors. [5]

Egypt, like the rest of the world, is interested in promoting sports tourism via Sports hospitality management for Egypt's hospitality factors and its various beaches, which help it attract sports hospitality and activate hospitality at the

local and international levels.[6] Can we consider the citation of our paper on sports hospitality. Advertising is the most widely used element of the promotional mix in the field of tourism services. It is a non-personal means of communication that aims to inform and then persuade tourists and remind them of the services provided by a known and paid entity.[9] As for direct marketing, it is a set of communication and sales techniques that create individual relationships that are based on a database (data bank) that includes all relationships and information with the beneficiaries. Achieving a deal or contract.[10]

Sales promotion and activation are also a means of communication that aims to achieve a temporary incentive (for a limited period) for tourists by providing an added value in the service, to increase sales in a specific period to encourage the request for the tourist service and build a state of loyalty towards the service provided.[11] It means direct personal contact between the representatives of the facility and the target customer to present the product to him and provide all the information that helps to convince the beneficiary customer with it and urge him to make a purchase decision.[12] Advertising and publication are the main means of communication by the service institution, especially the tourist one, to search for ways that affect the tourist and his psyche that pushes him to request the services provided.[13]

And public relations are one of the elements of the promotional mix to activate sports tourism, which is the continuous and planned administrative function through which organizations seek to gain and strengthen trust and sympathy with the internal and external audience, and it is also a process of impersonal acquiescence to a demand for a product. Or an institution to influence the opinions and trends of the community to form a positive mental image of the public.[14]

Commercial sponsorship is one of the most important promotional methods for sports tourism. It is financially supporting an event, activity, person, or organization, or providing them with products and services in exchange for the benefit of both the sponsor (companies) and the sponsored one. More than an interest in promoting products, sponsorship is an indirect method of advertising and aims to link the name of the advertiser (the sponsor) with a specific brand, so the sponsor sponsors sites and activities that attract a large number of audiences who aim to reach them.[15]

And through the work of some researchers as faculty members at the faculty of Tourism and Hotels, as well as physical education and their teaching of courses and what those courses contain and their connection to the topic of the current research, the elements of the promotional mix have been selected and dealt with in the study because of its great importance in revitalizing sports tourism and getting to know the reality. These elements have an effective impact on the sports tourism industry if they are dealt with and used by sound scientific and methodological frameworks, and the various developmental returns associated with them by developing a proposed model to activate sports tourism from the perspective of the elements of the promotional mix in Egypt Can we refer to the paper on sports hospitality by anyhow here?

The American College of Sports Medicine, which is the highest academic body specializing in Sports medicine by setting and regulates standards and qualifications required for workers in this field. The issuance of professional certificates in two professional tracks covering the basic principles of care Health through physical activity, whether in the field of primary care means to prevent the disease from developing to a worse degree.[7]

The American Faculty of Sports Medicine, which is the highest specializing in sports medicine, developing and organizing standards and qualifications required for employees in this area through the issuance of professional certificates in professional marches to cover the basic health care principles through motor activity, both in primary care and it's called PRIMARY PREVENTION. And it means any protection or prevention of disease or in the field of secondary care and it's called SECONDARY PREVENTION And it means any prevention of the development of the disease to a worse degree.[8]

The first exercise trainer certification was issued in 1975. Developed in 1997 with a personal trainer certification, and requires Obtaining this certification Familiarity with the basic principles of motion science major which include Anatomy, physiology, and mechanics of movement.[9]

There is also a healthy teacher and fitness certification that qualifies for working with individuals who have a factor or more of the risk factors leading to cardiovascular diseases. It is the case in constant muscle contraction (Isometric Action) that must be executed with people with arteries and high blood pressure and avoiding backwardness of the back in the detailed tub and cotton joint with People who have lower back pain.[10]

Career paths: The types of certificates granted by the American Society in the field of preventive and curative medicine of mobility deficiency diseases, which include two pathways:

1. Health Fitness Track: This track awards 3 certificates, ranked from least important to most important, which are:
 - Fitness trainer certification: (EXERCISE LEADER)
Which was later called a personal trainer.
 - Health Fitness Instructor Certificate
 - Health and Fitness Program Manager Certificate
2. Medical Qualification Track: In this track, the following certificates are awarded, ranked from the lowest academic rank to the highest:
 - Test Stress Technician
 - Specialist Exercise
 - Certificate of the Director of Qualification Programs

The curriculum that was taught in the Department of Sports Rehabilitation included the requirements of the curriculum for obtaining a certificate. Fitness instructor and some fitness instructor certification topics.[11]

Definitions

Here are the definitions of the term's health fitness and medical fitness:

- **Healthy fitness:** Fitness Health It is the physical fitness required for the prevention and treatment of low mobility, and it includes three Elements are: (respiratory fitness, muscular fitness, and the appropriate weight component).[12]
- **Medical fitness:** Fitness Medical It is the physical fitness required for the prevention and treatment of diseases of the morbid terror triangle. in particular, and movement-deficient diseases in general, and they are called medical, because they are based on avoiding Patients suffering from terrifying diseases, singly or in combination, then rehabilitating them.[13]

The success of the trainer in his work is closely related to his level, information, and knowledge. his capabilities in the type of sports activity he specializes in requires the trainer should be constantly working on developing his abilities and skills and being aware of All that is new.[14]

Everyone has requirements that are different from the other, some want to build muscle or lose weight, some want to gain weight or maintain their weight, and some of them want to exercise. Sport to maintain health, improve physical fitness, or recover from the nervous effort, or to maintain the state of health after illness, as well as rehabilitation After injuries, and through the different requirements of the curious, the trainer should be Knowing the following:

- To have the scientific and practical experience and know-how to deal with each case separately. As well as the scientific responses and the procedures that must be followed with each case.
- Determining the services that should be used by the hesitant to achieve benefit according to his needs.
- The trainer learns about age, height, weight, health status, sex, and the nature of the marital status and working conditions of the visitor, and through that information, He can determine in principle what service he can provide to him, based on the amount of experience. The knowledge that the coach has is that there is a response from those who frequent the health club, this increases the attraction and containment.[15]

Requirement of Coaching

Coaching Skills

- How to communicate effectively with practitioners.
- Understand the learning process and the principles of training.
- Understand and apply appropriate training methods. • Understand different training methods.
- Understand children's potential as they grow.
- Advise practitioners on the principles of safety at play.
- Understand the causes of over-training and recognize its symptoms.

- Understand how practitioners reduce the risk of injury.
- Preparing training programs to meet the needs of each practitioner.
- Helping practitioners to develop new skills.
- Advise practitioners about their nutritional needs.
- Understand energy sources and know-how to develop them for each practitioner.
- Advise athletes in relaxation and mental visualization skills.
- Advise practitioners to use permitted sports supplements.[16]

Safety and security factors

Objectives of prevention when practicing physical activity

- Determining the general health status of those who will engage in physical activities and their ability to carry out these activities.
- Determine the level of physical fitness in general and cardio fitness in particular.
- Disclosure of the presence of any medical problem that could pose a threat to the life of the practitioner physically.
- Detection of any congenital or acquired defect that could qualify the practitioner of the activities physical.
- Determining the size and level of maturity and physical development, which enables us to direct the practitioner to what suits him sports activities without exposing him to health problems or injuries.
- Allowing the physical activity practitioner to meet a doctor and receive the advice and advice he needs medically related to his health and protection from injuries and health problems.
- Providing the trainer and the administrator with the instructions to be followed to avoid injury and how to act if it occurs.
- Determining the auxiliary tools for the practitioner during the performance (ligatures – protective, etc.) during Athletic participation.[17]

Safety and security in physical activities and exercise

Not all physical exercises are suitable for everyone, some exercises are suitable for everyone. Highly specialized practitioners of specific sports activities (powerlifting, gymnastics, etc.). bodies, etc.), there are general exercises that all those who attend Sports hotels can do.[18]

The role of the trainer in the prevention and avoidance of abuse

- Knowing the general causes of injuries and avoiding their occurrence.
- Not to involve the player in training without conducting a medical examination.
- Do not force the hesitant to perform when he is not prepared psychologically and physically.
- Providing the appropriate food program for the visitor to the health club. Consistency in age and skill level while performing the exercises.

- Paying attention to the general warm-up of the undecided. Legalization of the alternating physical loads.
- Give adequate rest periods to the hesitant.
- Familiarity with the types of injuries and how to deal with them.[19]

External factors that contribute to the occurrence of infection

A. Poor organization and method of training:

It accounts for (30%-60%) of sports injuries, and these two factors are related to failure to observe the basic guiding principles of education by the trainer, and the most important of these principles are:

- Regular training.
- Gradual increase in physical effort.
- Mastering and sequencing motor performance.
- The individual training process for the practitioner.

One of the most important manifestations of breaching the rules of training and poor organization leading to the occurrence of the injury is:

1. Haste in training, continuous practice of violent training, and unavailability of appropriate means before and after training to renew and restore the functional state of the body (Sports massage - positive player rest).
2. A misjudgment of the technically organized work and incorporating some exercises that are not the practitioner is ready for it, whether because of his lack of athletic ability or because of fatigue in previous training, lack or misuse of safety and security precautions.
3. Lack of or poor warm-up phase and lack of gradation in skills and preparation for the sporting effort to reach the optimum level of physical fitness, the lack of Calculating the health and safety of the player and his exposure to injury, and if proper physical preparation is considered A guarantee, safety, and protection from injury. [20]

B. Violation of laws and security conditions

They represent 15%: 25% of sports injuries cases, and they mean the state of stadiums and places where he plays sports and things related to athletes, such as clothes and shoes. [21]

The most important manifestations of breach of security laws and conditions are:

Poor quality of sports equipment and equipment. Poor preparation of devices, equipment, playing fields, etc. for training. The mismatch of sportswear with the characteristics of the practice of sports activities and their suitability for the surrounding climatic conditions shows that do not meet the required conditions. [22]

Research Problem

The problem of research lies in the lack of adequate numbers of qualified trainers. Specialists in sports hotels and those who lack experience and full knowledge of how to deal with undecided people and organize sports and nutritional programs for them, as well as the lack of knowing how to deal with modern sports equipment and gradient loads, as many sports hotels do not have any personal trainer during the hesitant exercise activities, and thus may cause an increase in the incidence of injuries and a decrease in the case's level of health club for practitioners, which is the opposite of what was hoped by those who frequent the health club, as well reluctance to visit sports hotels, which helps spread healthy behaviors the fault.

The problem of research besides the occurrence of significant development in the number of clubs health and sports centers have become open all year round, intended for adults' young people of different ages and genders to achieve their goals by participating in it, including reflects the need for the availability of specialized trainers to work towards achieving the level of health desired and desired by the respondents.

Research objective

The role of the qualified trainer in achieving the goals of safety and security in Sports hotels

Research questions

1. What is the level of specialized performance of health club trainers?
2. What is the extent of the interaction of those who frequent Sports hotels with a qualified personal trainer?

Research Procedures

- Research method:
The researcher used the descriptive approach to suit the nature of the research.
- Research community:
- Some of the visitors to the private Sports hotels in Cairo Governorate
- Research Sample:
 - The basic sample: The research sample was chosen from several respondents to Sports hotels in a deliberate manner. The number (75) frequented the Sports hotels.
 - The exploratory sample: A sample of (25) people who attended private Sports hotels were selected for the study.

Data collection methods

- Books and scientific references related to the research topic:

The researcher reviewed the references and the related Arab and foreign reference studies. The subject of the research, and the extent of its use in collecting data.

Questionnaire form “The role of the qualified personal trainer in achieving the safety and security goals in sports hotels” was designed by the researcher in preparing the questionnaire, the researcher used several sources that benefited from them in determining the Questionnaire phrases/sources were planned:

- Previous studies and research related to the research topic
- Records and documents related to the research topic.

Scientific Steps for building the questionnaire

The researcher designed a questionnaire to apply it to the sample under research (exploratory sample, basic sample), The main axes of the questionnaire were determined considering the research aim, and the phrases included under each axis were also developed by following the next steps:

- Theoretical readings of the scientific references for the personal trainer and his role.
- Personal Interview where the researcher conducted some personal interviews with a group of academic experts to complete the questionnaire.
- The personal experience of the researcher through her work as a trainer in private Sports hotels.

Scientific parameters of the questionnaire

The stability of the arbitrators

The researcher presented the questionnaire in its initial form to several experts. they: Professors from colleges of physical education in physical training and bio-health sciences and their number (10) to find out their opinion on the accuracy, clarity, and relevance of the questionnaire's statements. for research.

The validity of the arbitrators:

The researcher tested the validity of the questionnaire by applying it to a survey sample representing a community. The research from outside the basic sample and comprised (25) of those who attended sports hotels' eligibility and the internal consistency was checked by finding the correlation coefficient between the phrase and axis to which it belongs, thus verifying the validity of the hypothetical composition of the questionnaire form.

Second: Calculating the reliability coefficient of the questionnaire:

Alfa-Cronbach's coefficient values for the questionnaire terms

Questionnaire	Cronbach's alpha
The role of the qualified personal trainer in achieving the goals of safety and security in Sports hotels	0.862

Through the foregoing, the researchers designed the questionnaire and determined the axes of each of them according to the aim of the questionnaire. The research is:

Questionnaire form

The data collection tool included the general data of the research sample. A group of (10) experts in the faculties of physical education was presented with the aim of:

- Determine the importance of all the proposed axes to achieve the research aim.
- Add what they think is appropriate from the interlocutors.
- Eliminate what they see as inappropriate from my interlocutors.
- Arrange the axes according to their importance.

Table 1: Percentage of expert opinions on the proposed axes of “the role of a qualified personal trainer” In its initial form

Questionnaire axes	number of phrases	The number of approving	Percentage (%)
The first axis: reliability	5	10	100%
The second axis: safety and trust	5	10	100%
The third axis: the response	5	9	93.3%

It is clear from Table (1), The percentage of the experts' agreement on the axes and dimensions of the questionnaire, and opinions ranged between (100%, 93%), and the researcher and the supervisors were satisfied with the axes that had got A relative importance of 90% or more, so all the axes were accepted.

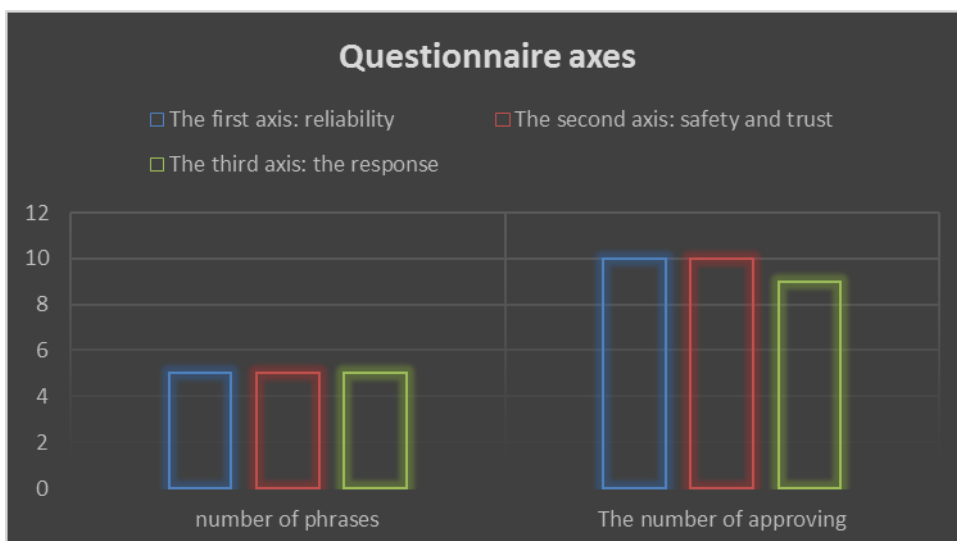


Fig 1: Percentage of expert opinions on the proposed axes of “the role of a qualified personal trainer” In its initial form

The exploratory sample is 25, and the basic sample is 75.

Statistical Analysis:

The researcher used the appropriate statistical treatments for the nature of the research, which are:

- Relative weight
- estimated score
- Chi-square.

Presentation and discussion of the results

First: Presentation of the results:

Table 2: Frequency, estimated score, relative weight, and q2 for sample responses.
Questionnaire "The Role of the Qualified Athletic Trainer in Achieving Safety and Security Factors in Sports hotels" n = (75.)

Phrase	Agree	May be	Not Agree	rated score	relative weight	Chi-square
The first axis: reliability						
The trainer gives the participants enough time	40	20	15	175	92.71	16.8
The trainer explains well the exercises used for each of the devices	30	22	13	147	69.42	11.2
The coach provides support services (explanation, support) to the participants	33	28	14	169	77.71	10.3
The coach takes care of the health and medical problems of the participants	28	34	13	165	71.81	12.14
The coach is committed to the specified time to provide services to subscribers	38	31	6	182	92.73	25.6
The second axis: safety and trust						
The subscriber feels comfortable when dealing with the coach	35	30	10	175	84.14	19.2
The coach provides me with sufficient information about my health and physical condition	25	23	27	148	57.23	4.4
The coach's behavior with the participants enhances confidence in the health club	41	17	17	174	95.25	20.17
The trainer is distinguished by courtesy and tact in dealing with the participants	41	17	17	174	95.25	26.8
The coach maintains the confidentiality of information about the health and physical condition	42	18	15	177	98.29	45.1

Phrase	Agree	May be	Not Agree	rated score	relative weight	Chi-square
of the participants						
The third axis: the response						
The trainer responds quickly when the subscriber needs to understand the services	38	16	21	167	86.59	16.2
The trainer has sufficient information and knowledge for the participants' questions	28	13	34	144	61.72	1.6
The coach is keen to inform the subscribers of all the services provided in each section of the club	34	15	26	158	75.82	10.2
The trainer provides health services rapidly commensurate with the expectations of the participants	20	20	35	135	47.59	8.4
The coach always wants to provide help and help to the participants	41	16	18	173	95.24	35.6

The value of Chi-square at the significance level of 0.05 = 5.99

There is a significant level of Chi-square value for the responses of the search sample toward Agree to the number phrases (1,2,3,4,5,6,8,9,10,11,13,15), as there is no significant level of Chi-square value for the sample responses direction to Maybe, and there is a significant level of Chi-square value responses Not Agree in phrases. (14,12,7).

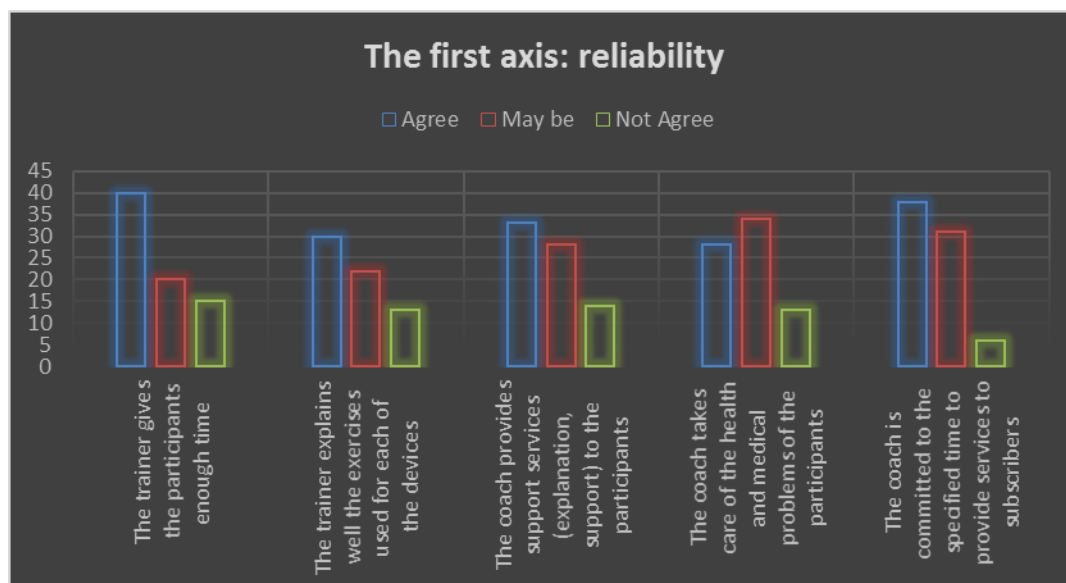


Fig 2: The first axis: reliability

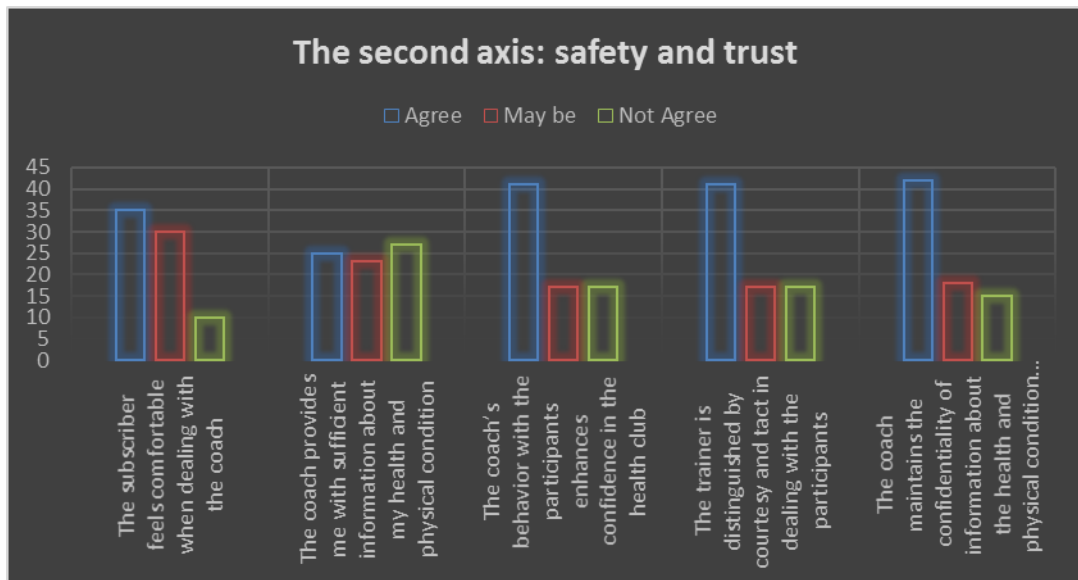


Fig 3: The first axis: reliability

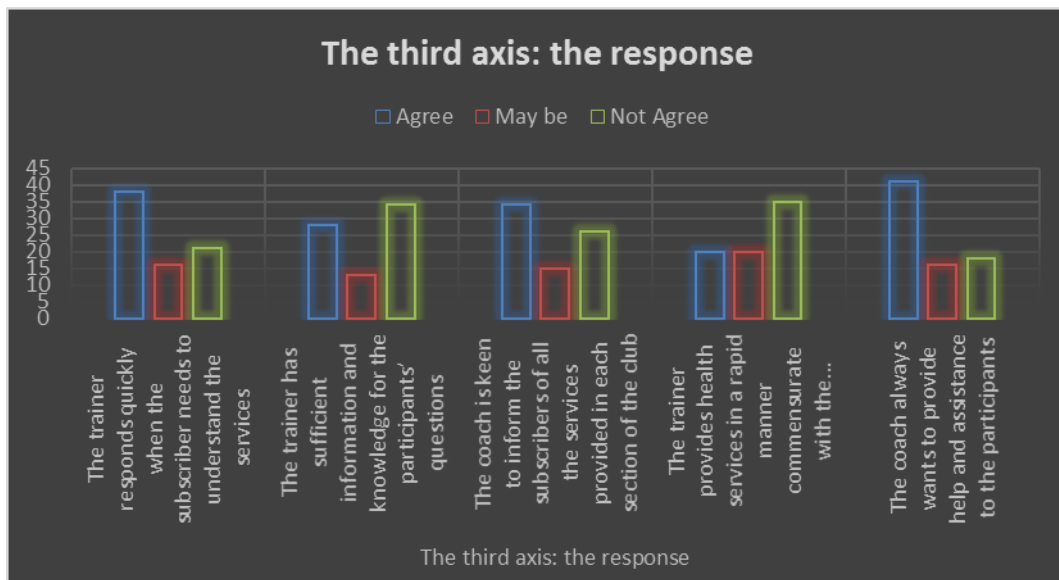


Fig 4: The first axis: reliability

Discussion

Discuss the results of the questionnaire for the role of the qualified personal trainer. It is clear from table (2) that the responses of the same sample search for the phrases of the questionnaire for the role of the trainer qualification: The relative weight of the responses of the research sample ranged between (92.71%, 69.42%) It is also clear that the phrases numbers (1,2,3,4,5,6,8,9,10,11,13,15) have a relative weight. It shows that the level of performance of the personal trainer in the health club is good and he is interested in giving enough time to the

visitors, a good explanation of the exercises for each of the sports equipment, paying attention to the health problems of the visitors, Commitment to the stipulated time for providing services to customers, providing support services such as support and explanation to those who are hesitant, maintaining the confidentiality of the health and physical information of the visitors, responding to customers' needs, providing permanent help to visitors, clarifying the club's sections and explain the parts of each section and its importance.

This is consistent with the study of Fontana et al. (2018) on the development of qualified personal trainers. Their abilities and capabilities in providing services and punctuality, and paying attention to the speed of response to the needs of those who visit sports hotels. [23] While the phrases (7,12,14) and their relative weight show that the level of sports trainers is low and not good to possess adequate information and knowledge of respondents and does not provide health services rapidly and accommodate with the forecasts of the enriches, and there is a weakness in providing information on information on physical.

In this way, the research questions are answered

1. What is the level of specialized performance of health club trainers?
2. What is the extent of the interaction between those who frequent sports hotels with a qualified personal trainer?

Conclusions

The level of interaction of the hesitant with the qualified personal trainer is high and good, and the qualified coach enhances the support of security and safety factors in Sports hotels through:

- Pay attention to a good explanation of all the exercises accompanying the sports equipment.
- Meet the visitors' needs for health and physical services.
- Commitment to the specified time for training and services provided.
- Strengthening the trust between him and those who visit the health club.
- Paying attention to health problems has a good impact on achieving safety and security factors for the repeaters.
- Introducing the visitors to the health club sections with an abundant explanation.

Recommendations

The necessity of providing the personal trainers with the latest scientific information and modern equipment. And how to deal with it to avoid injuries during the performance of the hesitant, the need to be aware of the health services to be provided to those who visit sports hotels, paying attention to providing the attendees with all information regarding their physical health and training appropriate according to their health condition.

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