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RESEARCH ARTICLE 

The Role of Emerging Sports Organizations in Promoting a Culture of Sustainable Development within Algerian Society, From the Perspective of Sports Advisors in M'Sila Province

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Keywords

emerging sports organization, sustainable development, society, sports advisors.

Abstract

This study examined the role of emerging sports institutions in promoting sustainable development by assessing their initiatives and the integration of environmental, social, and economic dimensions into their policies and activities. Using a descriptive-analytical approach, a questionnaire was administered to 35 sports consultants in M'sila. The results indicated strong engagement in community initiatives and awareness programs that promote social responsibility, ethical values, and sustainability partnerships. These institutions also work to reduce environmental impact, support sustainable sports entrepreneurship, and ensure financial continuity. However, they face challenges such as limited funding, weak institutional support, inadequate infrastructure, low awareness of sustainability concepts, and difficulties in measuring impact. Despite these constraints, emerging sports institutions were found to be effective in fostering a culture of sustainable development through volunteer and awareness-based activities.

Citation

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Introduction

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The Role of Emerging Sports Organizations in Promoting a Culture of Sustainable Development within Algerian Society, From the Perspective of Sports Advisors in M'Sila Province

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Sustainable development currently ranks among the most significant concepts shaping contemporary developmental thought and public policies across the world. Recent environmental, social, and economic transformations have demonstrated that traditional models of development are no longer sufficient to address the escalating global challenges. With the intensification of climate change phenomena, growing issues of poverty and unemployment, and the deterioration of ecosystems, sustainable development has emerged as a comprehensive approach that seeks to balance the demands of economic growth with environmental protection and social justice, thereby ensuring the continuity of resources and improving quality of life for both present and future generations. The United Nations has reinforced this orientation through the 2030 Agenda for Sustainable Development, which calls for mobilizing all sectors—formal and informal—to contribute to achieving these goals according to their respective fields and capacities.

Within this context, sport is no longer viewed merely as a recreational or competitive physical activity but has evolved into a strategic tool for holistic development, owing to its educational, health, economic, cultural, and environmental dimensions. Sport contributes to enhancing individual health and lifestyles, instills values such as teamwork, discipline, and perseverance, serves as an effective channel for raising social and environmental awareness, and simultaneously constitutes a promising economic sector that generates investment and employment opportunities while fostering innovation and entrepreneurship. Numerous international experiences have shown that integrating sustainable development principles into sports policies yields long-term positive impacts, including reducing social inequalities, embedding a culture of environmental responsibility, and building a green sports economy based on efficiency and sustainability.

Consequently, emerging sports organizations have come to be regarded as key new actors within the sustainable development ecosystem, due to their organizational flexibility, capacity for innovation, and ability to adapt to societal and economic changes. These organizations, often initiated by youth or community-driven efforts, possess the potential to develop sports projects that integrate economic, social, and environmental dimensions—such as local clubs operating on renewable energy, sports enterprises using sport to promote environmental awareness or public health, or digital platforms advocating eco-friendly physical activity practices. Such models represent practical embodiments of the concept of “sustainable sport,” which links sports activity with the broader commitment to comprehensive development.

In Algeria, which has been engaged since the beginning of the new millennium in a national pathway toward sustainable development, the sports sector emerges as a fertile space for realizing this orientation. Recent years have witnessed the emergence of several emerging sports organizations seeking to reconcile economic ambition with social and environmental dimensions—through projects involving the organization of sustainable sports events, the establishment of clubs and training centers adhering to environmental responsibility principles, or the development of digital applications promoting healthy and environmentally conscious lifestyles. Nevertheless, this role remains in its early stages and requires greater institutional and strategic support to transform these individual initiatives into a fully integrated socio-economic model that effectively contributes to disseminating a culture of sustainable development within Algerian society.

Sport, thanks to its widespread reach and direct interaction with diverse age and social groups, possesses significant symbolic and educational power, making it an effective vehicle for instilling sustainability values such as respect for the environment, resource conservation, community participation, gender equality, and responsible citizenship. Given their close ties to local communities, sports organizations can play a pivotal role in translating sustainable development concepts from theory into everyday practice through organizing environmental initiatives, awareness-raising activities, and collaborative projects with schools and associations. This interplay between sport and society creates a conducive environment for embedding a culture of sustainability and positions emerging sports organizations as effective instruments for positive social change.

Despite the substantial potential offered by this domain, numerous challenges continue to hinder the full activation of the role of sports organizations in Algeria, including weak inter-sectoral coordination, limited awareness of sustainability concepts within the sports community, and the absence of clear support policies for green sports projects. Hence, there is a pressing need for in-depth scientific research to examine how emerging sports organizations contribute to promoting a culture of sustainable development, analyze their mechanisms, programs, and societal impact, and explore avenues for enhancing this role in the future.

Based on the foregoing, the main research question is formulated as follows:

To what extent do emerging sports organizations in Algeria contribute to promoting a culture of sustainable development within society?

To elaborate on this overarching question, several related inquiries are posed to examine the role of each component individually :

- To what degree do emerging sports organizations adopt initiatives and programs to disseminate the values and principles of sustainable development within society?
- To what extent do emerging sports organizations integrate the environmental, social, and economic dimensions of sustainability into their organizational policies and sports activities?
- To what degree do emerging sports organizations face challenges and obstacles in their efforts to embed a culture of sustainable development?

Hypotheses :

Emerging sports organizations in Algeria contribute significantly to promoting a culture of sustainable development within society.

Sub-hypotheses

- Emerging sports organizations adopt initiatives and programs to a significant degree to disseminate the values and principles of sustainable development within society.
- Emerging sports organizations integrate the environmental, social, and economic dimensions of sustainability into their organizational policies and sports activities to a significant degree.
- Emerging sports organizations face challenges and obstacles to a significant degree in their efforts to embed a culture of sustainable development.

Study Significance

The significance of this study lies in its endeavor to underscore the growing role of emerging sports organizations in embedding a culture of sustainable development within Algerian society. These organizations serve as a nexus for integrating sports, developmental, and economic dimensions, transforming sport from a mere physical activity into a strategic tool for fostering sustainability education through values such as participation, discipline, responsibility, and mutual respect.

The study is also significant in its alignment with the transformations occurring in Algeria's sports sector, which has recently witnessed the rise of innovative sports initiatives with economic, environmental, and social dimensions. It highlights the substantial potential of emerging sports organizations to create new job opportunities, diversify the national economy, and support the transition toward a sustainable economy grounded in innovation.

From a social perspective, the research enhances collective awareness of sustainable development values and contributes to building a positive environmental culture among youth and civil society, thereby fostering social cohesion and promoting active citizenship. Academically and practically, this work offers a theoretical and analytical framework that can be leveraged to formulate more integrated sports and developmental policies, positioning sport as a key driver of positive change and a conduit for disseminating a culture of sustainability in Algeria.

Study Objectives

- To identify the nature of initiatives and programs adopted by emerging sports organizations to promote the values and principles of sustainable development within society.
- To analyze the extent to which emerging sports organizations integrate the environmental, social, and economic dimensions of sustainability into their organizational policies and sports activities.
- To explore the primary challenges and obstacles faced by emerging sports organizations in their efforts to embed a culture of sustainable development, while proposing ways to enhance their effectiveness in this domain.
- To highlight the developmental, social, and economic role of emerging sports organizations in supporting the pathway to sustainable development.
- To promote awareness of sustainable development values among participants and target audiences through sports programs and practices.

Key Terms in the Study

- **Sport:** is one of the most refined forms of human physical activity, representing an advanced stage of games and, by extension, play. It is the most organized and highly skilled form of such activities (Al-Khouli, 1996, p. 32). Sport is an organized practice of physical activities that contributes to the development of physical, mental, and social capacities, while promoting overall health and individual and collective well-being.
- **Sustainable Development:** Sustainable development refers to continuous, equitable, balanced, and integrated development that considers the environmental dimension in all its projects, ensuring that the benefits reaped by current generations do not come at the expense of future generations (Abu Al-Nasr, 2017, p. 82). Sustainable development is the commitment of society and its institutions to implementing sustainable developmental practices that achieve quality of life in the present and future, through the rational use of resources and environmental protection, balancing the needs of the current generation with the rights of future generations.
- **Society:** Society consists of a group of individuals bound by specific systems, traditions, ethics, and laws. Social life does not merely mean a group of individuals living in one area, consuming specific foods, or sharing similar environmental conditions. For instance, trees in a single orchard share nutrition and environment, and a herd of sheep does not constitute a society or create social life (Mortadha, 2019, p. 16). Society is a group of individuals united by a shared place or culture, connected through common relationships and values, and collaborating to organize their lives and meet their needs.

Previous Studies

- **Hathnawi & Khalifa (2025).** *Challenges Hindering the Contribution of Sport to Achieving Sustainable Development for Female Athletes in the Northern Governorates of Palestine.* The study aimed to identify the challenges preventing sport from contributing to sustainable development for female athletes in the northern governorates of Palestine. It adopted a descriptive survey and analytical approach suitable to the nature of the topic, supplemented by a qualitative method through personal interviews. The sample was selected using convenience sampling and included (2,040) individuals along with (10) prominent Palestinian figures for interviews. Data were analyzed using the Statistical Package for the Social Sciences (SPSS), in addition to qualitative analysis of responses from key informants. The results highlighted the most prominent challenges, including inadequate infrastructure in sports facilities, low awareness of the importance of sport and its developmental role, the influence of customs and traditions, and weak policies ensuring the participation of female athletes. The study recommended the urgent reassessment of the reality of sports facilities in Palestine by specialists, the allocation of specialized training courses and educational grants by the Palestinian government for female athletes, and the promotion of periodic media awareness campaigns regarding programs, activities, and seminars related to women's sports in these facilities, thereby contributing to more active and interactive participation of female athletes.
- **Fouad et al. (2025).** *Level of Sustainable Development among Physical Education Students in Palestinian Universities.* The study aimed to determine the level of sustainable development in the field of physical education at Palestinian universities from the students' perspective, while also examining differences related to gender, place of residence, cumulative GPA, and university type. The researcher adopted a descriptive, analytical, and correlational approach on a sample of (500) male and female fourth-year students from faculties and departments of physical education in Palestinian universities, selected randomly. The findings revealed that the level of sustainable development was moderate, with response levels ranging between (2.97–3.56). No statistically significant differences were found in the level of sustainable development among physical education students according to gender. However, significant differences existed in favor of higher cumulative GPA (excellent) and in favor of private universities.
- **Hadaya (2024).** *Investing in Sport to Promote Sustainable Development Goals: The Case of Qatar's Humanitarian and Development Sector after the World Cup.* The study sought to shed light on one of the objectives of Qatar's hosting of the 2022 FIFA World Cup, namely contributing to the achievement of long-term sustainable development goals outlined in "Qatar National Vision 2030" and the United Nations Sustainable Development Goals. Qatar documented this commitment through ambitious pledges to make the tournament "the most sustainable in the history of the game." The research specifically focused on the contribution of humanitarian and development sector organizations in Qatar from the perspective of using sport as a tool to advance sustainable development goals, by exploring the reality of these efforts, evaluating them, and identifying ways to strengthen them. The researcher employed a qualitative approach based on literature review, specialized reports, and primary data collected through semi-structured interviews and official correspondence with key stakeholders. The study revealed several findings centered on the diverse approaches adopted by Qatari organizations in leveraging sport to promote sustainable development, the varying levels of local community engagement in their interventions, and their emphasis on individual development as an entry point for structural societal development. It also highlighted

challenges related to funding, evaluation, and long-term sustainability, as well as prospects for developing their approaches and practices.

- **Alla (2020).** *The Role of Sport in Developing Social Values and Achieving Sustainable Development: From the Perspective of Physical Education Teachers.* The study aimed to determine the role of sport in fostering social values and achieving sustainable development from the viewpoint of physical education teachers, as well as to examine differences according to demographic variables (experience). The sample consisted of 30 individuals, and the descriptive method was adopted. The results indicated a predictive role of sport in developing social values and achieving development from the perspective of physical education teachers. The study also concluded that there were no statistically significant differences between males and females in the mean scores of the role of sport in developing social values and achieving sustainable development according to years of experience.

Research Methodology

An exploratory study is research that addresses new topics that have not been previously examined by any researcher, where data or information are lacking, or the researcher is unfamiliar with many of its dimensions and aspects (Bouanjak, 2011, p. 71).

The researcher conducted an exploratory study on the research sample to assess and explore the extent to which emerging sports organizations contribute to promoting a culture of sustainable development within society, as well as to identify the main challenges and obstacles facing these organizations in their efforts to embed this culture. Accordingly, a questionnaire was distributed to a group of senior staff at the Directorate of Youth and Sports holding the rank of Sports Advisor (n = 5). These individuals were subsequently excluded from the main study sample.

The methodology is the path that leads the researcher to uncover truth in the sciences through a set of scientific rules (Al-Rajhi, 2003, p. 78).

- The present study relied on the descriptive-analytical method, deemed the most appropriate for the nature of the topic.
- The study population is defined as the set of elements or individuals to whom the research interest is directed; it encompasses all units related to the research problem (Ashira, 2023, p. 152).
- In this study, the population consists of some professors from the Institute of Sciences and Techniques of Physical and Sports Activities at the University of M'Sila, totaling approximately (120) professors.

Research Sample

The sample is a partial subset of the population that shares the same original characteristics, with the purpose of obtaining information about the population through the selection of a number of individuals representing that population (Medini, 2019, p. 233). A sample of (35) professors was selected after excluding (5) professors who constituted the exploratory sample.

Study Domains

- Human domain: The study included a number of sports advisors from M'Sila Province, totaling 35 advisors.
- Spatial domain: The field study was conducted at the Directorate of Youth and Sports of M'Sila Province.
- Temporal domain: The study lasted from June 15, 2025, to July 15, 2025, during which the research instrument was developed, distributed, retrieved, and the results were statistically analyzed using SPSS.

Research Instrument

1. **Axis 1:** The nature of initiatives and programs adopted by emerging sports organizations to disseminate the values and principles of sustainable development within society.
2. **Axis 2:** The extent to which emerging sports organizations integrate the environmental, social, and economic dimensions of sustainability into their organizational policies and sports activities.
3. **Axis 3:** The most prominent challenges and obstacles faced by emerging sports organizations in embedding a culture of sustainable development.

Statistical Tools

The Statistical Package for the Social Sciences (SPSS v26) was used, along with the following statistical techniques:

- Frequencies and percentages to describe the characteristics of the study population.

- Cronbach's Alpha coefficient to determine the reliability of the questionnaire items.
- Arithmetic means to measure the central tendency of responses.
- Standard deviation to measure the degree of agreement and dispersion of responses.

Instrument Validation

Table (1): Response Scale and Scoring for Questionnaire Items

Response Category	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Assigned Score	5	4	3	2	1

Source: Prepared by the researchers based on questionnaire data and SPSS v26 outputs

A five-point Likert scale was employed, where:

- (5) is assigned for “Strongly Agree”
- (4) for “Agree”
- (3) for “Neutral”
- (2) for “Disagree”
- (1) for “Strongly Disagree”

Table (2): Correlation Matrix of Questionnaire Axes with the Total Score

Axis	Correlation Coefficient (Pearson)	Significance Level	Result
Axis 01	0.945*	0.015	Significant
Axis 02	0.941*	0.017	Significant
Axis 03	0.904*	0.035	Significant

Source: Prepared by the researchers based on questionnaire data and SPSS v26 outputs

As shown in the table above, all Pearson correlation coefficients were statistically significant. The correlation between the total score of Axis 1 and the overall questionnaire score was (0.945), Axis 2 was (0.941), and Axis 3 was (0.904). Accordingly, it can be concluded that the questionnaire is valid, as all its axes are internally consistent with each other and with the instrument as a whole.

Instrument Reliability

Reliability is one of the essential factors for the validity of any test, questionnaire, or scale. A reliable instrument yields consistent results when the same person is measured multiple times on the same day or on different days.

Table (3): Reliability of the Questionnaire Using Cronbach's Alpha Coefficient

Questionnaire Axis	Cronbach's Alpha Coefficient	Number of Items
Axis 01 - Nature of initiatives and programs adopted by emerging sports organizations to promote sustainable development values and principles	0.981	6
Axis 02 - Extent of integration of environmental, social, and economic sustainability dimensions into policies and activities	0.981	6
Axis 03 - Most prominent challenges and obstacles faced by emerging sports organizations in embedding sustainable development culture	0.914	6
Overall Questionnaire	0.958	18

Source: Prepared by the researchers based on questionnaire data and SPSS v26 outputs

The table shows that Cronbach's Alpha coefficients were very high: (0.981) for Axis 1, (0.981) for Axis 2, (0.914) for Axis 3, and (0.958) for the questionnaire as a whole. These values indicate that the instrument enjoys **very high reliability**.

Presentation, Discussion of the Hypotheses

First Hypothesis

“Emerging sports organizations adopt initiatives and programs to a significant degree to disseminate the values and principles of sustainable development within society.”

Table (4): Results of the First Hypothesis

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Arithmetic Mean	Standard Deviation	Degree of Agreement	Rank
Statement 01	10 (28.6%)	15 (42.9%)	8 (22.9%)	2 (5.7%)	0 (0.0%)	3.94	0.87	Large	6
Statement 02	20 (57.1%)	9 (25.7%)	5 (14.3%)	1 (2.9%)	0 (0.0%)	4.37	0.84	Very Large	1
Statement 03	18 (51.4%)	12 (34.3%)	2 (5.7%)	3 (8.6%)	0 (0.0%)	4.29	0.93	Very Large	2
Statement 04	6 (17.1%)	22 (62.9%)	6 (17.1%)	1 (2.9%)	0 (0.0%)	3.94	0.68	Large	5
Statement 05	13 (37.1%)	18 (51.4%)	3 (8.6%)	1 (2.9%)	0 (0.0%)	4.23	0.73	Very Large	3
Statement 06	10 (28.6%)	18 (51.4%)	3 (8.6%)	4 (11.4%)	0 (0.0%)	3.97	0.92	Large	4
Overall, Axis Mean	-	-	-	-	-	4.12	0.83	Large	-

Source: Prepared by the researchers based on questionnaire data and SPSS v26 outputs

The first sub-hypothesis was formulated as follows: “Emerging sports organizations adopt initiatives and programs to a significant degree to disseminate the values and principles of sustainable development within society.”

To verify the validity of this hypothesis, the results of the first axis titled “The nature of initiatives and programs adopted by emerging sports organizations to disseminate the values and principles of sustainable development within society” were relied upon. The descriptive data, processed according to the five-point Likert scale, showed that the overall mean of the sample’s responses reached (4.12) with a standard deviation of (0.83), falling within the large degree of agreement range [3.40 - 4.19]. This indicates broad consensus among respondents that emerging sports organizations attach significant importance to implementing initiatives and programs that contribute to embedding the values and principles of sustainable development within society.

This result is further reinforced by the analysis of the six statements comprising this axis, most of which recorded high means. The most prominent was Statement 2, which ranked first with an arithmetic mean of (4.37) and a standard deviation of (0.84), reflecting strong recognition among respondents that the organization’s activities include initiatives directed toward serving the local community. This demonstrates the organization’s attention to social responsibility and its enhancement of its developmental role. Statement 3 ranked second with a mean of (4.29), confirming that sports initiatives focus on promoting ethical values and social responsibility, highlighting awareness of the importance of the value-based dimension in sport and its role in building a responsible society. Statement 5 followed with a mean of (4.23), emphasizing the reliance of these organizations on educational and environmental partnerships to achieve sustainable development goals, reflecting a clear integrative approach in their efforts. The remaining statements also showed high levels of agreement, collectively confirming the active role of emerging sports organizations in promoting environmental and social awareness as well as community participation through voluntary activities and targeted awareness programs.

These findings are consistent with the results of Mona Hadaya's study (2024), which highlighted the role of sports organizations and the development sector in Qatar in leveraging sport as a tool for achieving sustainable development goals through community-oriented initiatives and the promotion of social and environmental values, despite facing funding and sustainability challenges. Similarly, the results align with Aisha Alla's study (2020), which affirmed the role of sport in developing social values and achieving sustainable development as a means of embedding positive behaviors and community responsibility among individuals.

In the same vein, May Ziad Fouad et al. (2025) support these findings by emphasizing the importance of sports education in promoting sustainable development concepts among university students, even though the level of awareness was moderate, underscoring the ongoing need to expand the scope of awareness-oriented sports initiatives. Meanwhile, Maryam Mohammed Hathnawi and Riyad Bin Yassin Khalifa (2025) addressed factors limiting sport's contribution to sustainable development—such as inadequate infrastructure and low awareness—highlighting the importance of initiatives adopted by emerging sports organizations to bridge these gaps and enhance community participation in development efforts.

Based on the above, it can be concluded that the results of this axis confirm the validity of the first hypothesis, as they demonstrate that emerging sports organizations effectively contribute to disseminating the values and principles of sustainable development through the adoption of diverse initiatives with environmental, social, and cultural dimensions that integrate with community efforts to achieve long-term sustainable development.

Second Hypothesis

“Emerging sports organizations integrate the environmental, social, and economic dimensions of sustainability to a significant degree into their organizational policies and sports activities.”

Table (5): Results of the Second Hypothesis

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Arithmetic Mean	Standard Deviation	Degree of Agreement	Rank
Statement 07	9 (25.7%)	20 (57.1%)	4 (11.4%)	2 (5.7%)	0 (0.0%)	4.03	0.79	Large	1
Statement 08	8 (22.9%)	19 (54.3%)	3 (8.6%)	5 (14.3%)	0 (0.0%)	3.86	0.94	Large	4
Statement 09	6 (17.1%)	23 (65.7%)	2 (5.7%)	4 (11.4%)	0 (0.0%)	3.89	0.83	Large	3
Statement 10	7 (20.0%)	20 (57.1%)	3 (8.6%)	5 (14.3%)	0 (0.0%)	3.83	0.92	Large	5
Statement 11	6 (17.1%)	18 (51.4%)	4 (11.4%)	7 (20.0%)	0 (0.0%)	3.66	0.99	Large	6
Statement 12	5 (14.3%)	25 (71.4%)	2 (5.7%)	3 (8.6%)	0 (0.0%)	3.91	0.74	Large	2
Overall, Axis Mean	-	-	-	-	-	3.91	0.87	Large	-

Source: Prepared by the researchers based on questionnaire data and SPSS v26 outputs

The second sub-hypothesis was formulated as follows: “Emerging sports organizations integrate the environmental, social, and economic dimensions of sustainability to a significant degree into their organizational policies and sports activities.”

To verify this hypothesis, the results of the second axis titled “The extent to which emerging sports organizations integrate the environmental, social, and economic dimensions of sustainability into their policies and activities” were used. The descriptive data indicated an overall mean of (3.91) with a standard deviation of (0.87), falling within the large degree of agreement range [3.40 - 4.19]. This reflects broad agreement among respondents that emerging

sports organizations pay considerable attention to integrating sustainability across all aspects of their work—environmental, social, and economic.

This result was reinforced by the analysis of the six statements in this axis, most of which recorded high means. Statement 7 ranked first with a mean of (4.03) and a standard deviation of (0.79), indicating strong recognition that the organization adopts policies aimed at reducing the environmental impact of its sports activities, reflecting its commitment to responsible environmental practices and adherence to sustainability standards. Statement 12 ranked second with a mean of (3.91), confirming that the organization encourages sustainable sports entrepreneurship among youth, demonstrating interest in supporting youth initiatives and promoting innovation and social responsibility. Statement 9 followed with a mean of (3.89), highlighting the organization's efforts to manage resources in a manner that ensures long-term financial sustainability. Statements 8 (3.86), 10 (3.83), and 11 (3.66) further underscored the organization's attention to social justice and equality, the use of energy-efficient environmentally friendly facilities, and the integration of corporate social responsibility into strategic plans, respectively.

These findings align with Mona Hadaya (2024), who highlighted efforts by Qatari sports organizations to leverage sport for sustainable development while considering environmental and social dimensions, despite financial and sustainability challenges. They also intersect with Aisha Alla (2020), which confirmed sport's role in promoting social values and community initiative as integral to sustainable development. May Ziad Fouad et al. (2025) further support this by emphasizing the importance of embedding sustainability concepts within sports policies and activities, while Maryam Mohammed Hathnawi and Riyad Bin Yassin Khalifa (2025) underscored that inadequate infrastructure and low awareness limit the achievement of sustainable development, reinforcing the significance of sustainable policies and activities adopted by emerging sports organizations to address these challenges.

Accordingly, the results of this axis confirm the validity of the second hypothesis, demonstrating that emerging sports organizations effectively integrate the environmental, social, and economic dimensions of sustainability into their policies and activities, reflecting a genuine long-term commitment to sustainable development principles.

Third Hypothesis

“Emerging sports organizations face challenges and obstacles to a significant degree in their efforts to embed a culture of sustainable development.”

Table (5): Results of the Third Hypothesis

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Arithmetic Mean	Standard Deviation	Degree of Agreement	Rank
Statement 13	24 (68.6%)	8 (22.9%)	2 (5.7%)	1 (2.9%)	0 (0.0%)	4.57	0.74	Very Large	1
Statement 14	13 (37.1%)	17 (48.6%)	3 (8.6%)	2 (5.7%)	0 (0.0%)	4.17	0.82	Large	3
Statement 15	7 (20.0%)	13 (37.1%)	8 (22.9%)	7 (20.0%)	0 (0.0%)	3.57	1.04	Large	6
Statement 16	19 (54.3%)	14 (40.0%)	2 (5.7%)	0 (0.0%)	0 (0.0%)	4.49	0.61	Very Large	2
Statement 17	8 (22.9%)	19 (54.3%)	3 (8.6%)	5 (14.3%)	0 (0.0%)	3.86	0.94	Large	4
Statement 18	9 (25.7%)	18 (51.4%)	2 (5.7%)	6 (17.1%)	0 (0.0%)	3.86	1.00	Large	5
Overall, Axis Mean	-	-	-	-	-	4.09	0.86	Large	-

Source: Prepared by the researchers based on questionnaire data and SPSS v26 outputs

The third sub-hypothesis was formulated as follows: "Emerging sports organizations face challenges and obstacles to a significant degree in their efforts to embed a culture of sustainable development."

The results of the third axis titled "The most prominent challenges and obstacles faced by emerging sports organizations in embedding a culture of sustainable development" showed an overall mean of (4.09) with a standard deviation of (0.86), falling within the large degree of agreement range [3.40 - 4.19]. This indicates clear consensus among participants that emerging sports organizations encounter substantial challenges in implementing sustainable development principles.

This finding was reinforced by the analysis of the six statements, with Statement 13 ranking first (mean = 4.57), reflecting widespread recognition that lack of financial resources is the most significant barrier to implementing sustainable initiatives. Statement 16 ranked second (mean = 4.49), confirming that the absence of governmental or institutional support significantly hinders the advancement of sustainability initiatives. Statement 14 (mean = 4.17) highlighted insufficient awareness of sustainable development concepts among staff, while Statements 17 and 18 (both mean = 3.86) pointed to inadequate infrastructure/technical capacities and lack of coordination among sports entities as notable obstacles. Statement 15 (mean = 3.57) underscored difficulties in measuring the societal impact of sustainable initiatives.

These results are consistent with Maryam Mohammed Hathnawi and Riyad Bin Yassin Khalifa (2025), who identified weak infrastructure, low awareness, and inadequate supportive policies as major challenges limiting sport's contribution to sustainable development. Mona Hadaya (2024) also highlighted funding, sustainability, and evaluation challenges among Qatari organizations, confirming the prevalence of such barriers regionally. Aisha Alla (2020) emphasized the need to enhance awareness and skills among sports workers, while May Ziad Fouad et al. (2025) indicated that the level of awareness of sustainable development concepts among physical education students was moderate, underscoring the ongoing need for education and training.

Thus, the results of this axis confirm the validity of the third hypothesis, as they clearly show that emerging sports organizations face multiple and significant challenges—chiefly lack of financial resources, insufficient institutional support, weak infrastructure, low awareness, and difficulties in impact measurement—that require strategic interventions to ensure effective implementation of sustainability initiatives.

Conclusion

This study confirms that emerging sports organizations in Algeria significantly contribute to promoting a culture of sustainable development within society, thereby validating the general hypothesis. The three sub-hypotheses provided complementary insights:

- **Sub-hypothesis 1** (mean = 4.12): Emerging sports organizations actively adopt community-oriented initiatives and programs to disseminate sustainable development values and principles.
- **Sub-hypothesis 2** (mean = 3.91): They effectively integrate environmental, social, and economic sustainability dimensions into their policies and activities.
- **Sub-hypothesis 3** (mean = 4.09): They face substantial challenges, primarily financial constraints, lack of institutional support, inadequate infrastructure, low awareness, and difficulties in impact measurement.

Collectively, these findings portray emerging sports organizations as flexible, innovative actors capable of translating global sustainability principles into localized actions. Their efforts align with the United Nations 2030 Agenda, particularly in fostering social cohesion, environmental responsibility, and grassroots economic innovation through sport.

Despite notable achievements, systemic barriers remain. Addressing these requires targeted policy support, capacity building, and strategic partnerships to scale individual initiatives into a sustainable, national model :

- Emerging sports organizations prioritize community initiatives, ethical values, and social responsibility.
- They integrate sustainability across environmental, social, and economic dimensions.
- Partnerships with educational and environmental entities support long-term goals.
- Financial constraints, weak institutional support, and inadequate infrastructure are the main obstacles.
- Voluntary activities and awareness programs are key tools for promoting sustainability culture.

Recommendations

The study highlights the strategic importance of emerging sports organizations in advancing sustainable development in Algeria and calls for urgent institutional action to overcome existing barriers and maximize their potential:

- Strengthen community initiatives and ethical-focused sports programs.
- Build strategic partnerships with educational and environmental institutions.
- Systematically embed sustainability dimensions in all policies and activities.
- Reduce environmental impact through responsible practices.
- Promote sustainable sports entrepreneurship among youth via training and funding.
- Secure financial resources and ensure long-term financial sustainability.
- Enhance infrastructure, technical capacities, and awareness among staff.
- Develop effective tools to measure the societal impact of initiatives.
- Increase governmental and institutional support through ongoing partnerships.
- Promote transparency, accountability, and continuous staff training.

Ethical Considerations

This study involved the collection of primary data through a questionnaire administered to sports advisors in M'Sila Province. Participation in the study was entirely voluntary, and respondents were informed of the purpose of the research prior to data collection. Informed consent was obtained from all participants, and anonymity and confidentiality were strictly maintained throughout the research process. No personal identifying information was collected

or

disclosed.

The study adhered to internationally recognized ethical standards for social science research, including principles of respect for participants, data protection, and responsible reporting. The research did not involve vulnerable populations or sensitive personal data; therefore, formal approval from an institutional ethics committee was not required.

Author Contributions

Conceptualization and study design were carried out by **Dahia Mourad** and **Layaida Mohamed Lyamine**.

Data collection and field coordination were conducted by **Dahia Mourad** and **Debiche Ilyas**.

Methodology development and statistical analysis were performed by **Layaida Mohamed Lyamine** and **Belaid Samir**.

Interpretation of results and discussion of findings were undertaken collaboratively by all authors.

The original draft of the manuscript was prepared by **Dahia Mourad**, while **Belaid Samir** and **Debiche Ilyas** contributed to manuscript revision, language refinement, and critical review.

All authors reviewed and approved the final version of the manuscript.

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Conflict of Interest

The authors declare that there are no known financial, institutional, or personal conflicts of interest that could have influenced the research design, data analysis, or interpretation of the results presented in this article.

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