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# **Artificial intelligence and its contributions to the success of major sporting events in Algeria: A Field Study in Algerian Organizational Sports Management**

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**Abstract**--The study aimed to try to shed light on the topic of artificial intelligence and its contributions to the success of major sporting events in Algeria, in order to know the extent to which the control of artificial intelligence technology contributes to the success of major sporting events in Algeria, as well as the extent of the contribution of artificial intelligence technology programs and equipment to the success of these events, where the descriptive method was used for its suitability to study such phenomena and due to the nature of the study, the sample was randomly selected consisting of 15 employees of the Directorate of Youth and Sports, the researcher used statistical methods such as frequencies, percentages, arithmetic averages, Cronbach's alpha coefficient and  $Ka^2$  test. The researcher used statistical methods such as frequencies, percentages, arithmetic averages, Cronbach's alpha coefficient,  $k^2$  test, and this study resulted in the following results: First, controlling artificial

intelligence technology effectively contributes to the success of major sporting events in Algeria. Second, the human resource is the important link in the relationship between the control of technology and the success of the event. Third, the provision of quantitative and qualitative means and equipment can make major sporting events in Algeria a success. Finally, the modern technology programs used play a role in the success of major sporting events in Algeria.

**Keywords**---Artificial Intelligence, Sports Events.

## **1. Introduction**

Sports events are one of the most important sports events that bring together fans and fans from all over the world; to achieve real success of these events, organizational development plays a crucial role. It is the process that aims to improve and develop the structures, processes and procedures needed to organize and manage sporting events.

Sports events have turned into a lucrative global market, as countries and organizations seek to host them for financial profits, by racing among themselves in order to win and hold them, as organizers seek to attract investors and companies to contribute to them, so this contribution can include providing modern technologies and innovations to improve the experience of audiences and increase the commercial value of the sports event, and international companies compete for opportunities to be present and benefit from this lucrative market.

This development in the organization of sporting events has led to increased interest in non-sporting elements related to the event, such as technology, marketing, sponsorship, live broadcasting, ticketing and hospitality. Thus, sporting events have become not only a sporting event, but also a commercial platform that takes advantage of modern technologies and competes to attract investments and partnerships to achieve financial success, which is what we are witnessing today from the use of modern technology in its establishment.

Sports events, especially the most famous ones, attract the attention and attention of the largest possible number of people across the world, and this is mainly due to the great technical development, especially in the field of communications. Recent years have witnessed very remarkable developments in the technical and technological field, which in turn serve various fields and disciplines, as our world today is characterized by everything new and scientific and the economic field is the most keeping pace with these developments, as what is known as modern technology, artificial intelligence, digitization and governance ... This is a major turning point in human history due to its new and modern methods of management and administration in various fields and disciplines. This technology emerged as a result of the expertise, experiences and research of many

thinkers and researchers, which mainly aim to provide all the information and highly advanced programs that enable the individual to achieve the best works of different types. The latter is considered a qualitative leap in human thought, as the shift from traditional methods in the management of institutions of different types of activity to the use of the latest programs and advanced technologies in order to improve the level of performance of institutions and seek to develop them.

Modern technology is all the digital devices and equipment and others, through which the individual can collect, store, classify and generate knowledge within the sports institution, allowing him to create opportunities for innovation, creativity and better information development, thus reaching the institution for the better.

Modern technology has an important role in the development of organizations since its emergence in its advanced form in the early 1990s, by providing timely and appropriate information, supporting and improving the decision-making process and improving and revitalizing the organization's communication traffic.

Countries have been interested in introducing modern technologies to keep pace with developments in all fields of economic, industrial, scientific and administrative life. Today, we are talking about Industry 4.0 and we are talking about technological e-management. We are talking about Web 3.0 in addition to talking about e-commerce, the digital economy and investing in big data. All these technical terms are now a living reality and represent the power of nations. Therefore, it is necessary today to have in any societal environment the necessary limit of technologies to keep pace with technological developments.

Modern technology is working to invent machines and equipment that take the place of the human being at work, through the establishment of high-tech software and applications, which are better exploited within sports institutions, organizations and companies that are interested in sports affairs and the establishment of sports events. Perhaps the preparation for these events is through an in-depth study of the demonstration itself and the place of its establishment on the other hand, but the latter can be affected by some other variables such as the type of sports facilities on which tournaments will be held and sometimes the organizational decisions of each country, which is the same for the equipment and means used, especially in light of technological developments that have made this technology inevitable in the development of the sports sector.

It is worth mentioning that sports events are classified as matches and competitions organized by sports federations if they are of a national nature, while this task is entrusted to state sports associations if the competitions are local. These sports events always aim to identify and arrange the best teams and sports clubs when the type of activities is collective, in determining the champions for individual sports. Participation in organized sports tournaments and competitions gives room for individuals to show

their physical, technical and psychological capabilities and competitions in an atmosphere of sports spirit. The success of organizing and managing them is a fruit and a result of specialized efforts, education and care by sports managers based on the responsible administrative bodies who gain experience in the field of sports management and management. As long as we live in an era of technological and digital development, the use of modern technologies in managing and organizing them has become essential and indispensable. Sports managers based on federations and sports associations are forced to deal with this modern entrance because of its advantages that contribute significantly to building modern institutions employing science and technology in the management of competitions and competitions held

From there, we can shed light on modern technology in order to raise the ambiguity it reveals, so we can ask the following question:

## **2. General question:**

Does AI contribute to the success of major sporting events in Algeria?

Through the problematic issue, the following **partial questions** arise:

- 1- Does the control of artificial intelligence technology contribute to the success of major sporting events in Algeria?
- 2- Do AI technology programs and equipment contribute to the success of major sporting events in Algeria?

## **b. Hypotheses of the study:**

### **2-1- General Hypothesis:**

AI contributes to the success of major sporting events in Algeria

### **2-2- Partial hypotheses:**

- 1- The control of artificial intelligence technology contributes to the success of major sporting events in Algeria
- 2-AI technology programs and equipment contribute to the success of major sporting events in Algeria

## **3-Importance of the Study**

The importance of the current study stems from the fact that it dealt with an important topic, which is modern technology and its role in the success of sports events. The importance of the study is also highlighted and stems from its cognitive value, as the subject of modern technology has become one of the important topics of our time, which has become called the age of technology, and the many benefits and positives of this technology that serve sports events and facilitate their establishment. Through this study, we also seek to enrich the sports library with appropriate scientific references in both scientific and practical terms.

## **4-Objectives of the study**

This study aims to try to identify:

- Knowing the extent to which the control of artificial intelligence technology contributes to the success of major sporting events in Algeria?
- 2- Knowing the extent to which AI technology programs and equipment contribute to the success of major sporting events in Algeria?

### **1) Defining the concepts and terms of the study:**

#### **- Modern technology.**

##### **Technology Language:**

The word "technology" is derived from the Greek word "Techno ", which means art or skill, and the word \* Logos " means science or study, so the word " technologies "means the science of skills or arts, that is, the study of skills logically to perform a specific job. (Al Hashimi, 2012, p. 44)

While the "hyoid" defines it that its origin is due to the Greek word that consists of the two aforementioned syllables (Techno Logos), that is, science or methodology, so we can combine them into one term, so we say the technology is the science of industrial operation (Al-Lami, 2006, p. 22)

#### **Idiomatically**

Technology is a combination of equipment, means and applied knowledge in industry, and this knowledge includes what is related to science and its applications in industry and use, and some of it is related to human capital (knowing how to work and produce, so it is an organized and problematic knowledge of combined technologies that individuals have capabilities, energies, knowledge) that allows them to direct the machine and organize production, so it can be said that technology is the result of years of positive experience of a certain number of individuals for use in production (Ahmed, 2018, p. 76)

#### **- Procedural:**

By technology, we mean the application of the knowledge, experiences, resources and skills acquired in the various internal processes of the Sports Association when managing sports championships and competitions, and they are represented in the total means, methods and techniques that are available and used by the institution in various administrative and practical aspects, that is, representing a complex of Equipment, knowledge and accumulated experience.

#### **Modern Technology:**

Mohammed Attia Khamis defines it as: the science that is concerned with the process of systematically applying research and theories and employing human and non-human elements in a specific field to address its problems and design, develop, use, manage and evaluate appropriate scientific solutions to achieve specific goals. Kawthar Koçak defines it as: "A human effort and thought and the application of information and skills to solve human problems, provide for their needs and increase their capabilities." (Zayani, Tahir, & Dekhan, 2018, p. 20)

### **5-2-Sports events:**

**Language:** In the sense of spatial sports facilities that provide space for sports and physical exercise, there is no language specific to this type of facility. The general language is used to communicate

**Idiomatically:** The method of occupying a space by means specified by and acceptable to all, while a sports event differs from others in its physical nature, which is competition, as it is subject to its own conditions, some of which are related to its legitimacy towards the concerned authorities, and some of which are related to the sporting nature.

**an operational definition.**

It is a set of matches, interviews or sports competitions that are held in various countries of the world at specific periods of time, in which some countries of the continents of the world participate, depending on the results.

**7- Previous and similar studies:**

**The first study:** Ben Smisha Al-Eid, Qazkouz Mohammed

**The Contributions of Information and Communication Technology in the Development of Modern Sports Management, the first virtual international scientific conference on: "The Contribution of Information Technology in Sports Management", 2020.**

The study aimed to identify the importance of information technology in the field of sports, in addition to identifying the importance of information technology in the development of modern sports management. The study relied on the descriptive survey approach to suit the subject of the study. The study population of administrators and athletes in sports institutions in some states of western Algeria was identified, where the number of the study sample was (120) randomly selected individuals, according to the questionnaire as a tool for data collection. To process the data, the researchers used appropriate statistical coefficients. The results of the study concluded that information technology contributes to the field of sports by qualifying athletes in the field of modern technologies, in addition to the importance of information technology in improving the performance of modern sports management.

**The second study:** Salami Abdel Rahim, Eidani Fouad

**The role of information technology in developing the efficiency of the performance of the Algerian sports administration", Journal of Sports Performance Sciences, 2021.**

This study highlights the importance of adopting the presence of information technology in the State of Algeria. Today, technological means are present everywhere from the home, school and university to all state institutions and private sector establishments. It is a necessity of contemporary life. On this basis, our study contributed to identifying the concept of information technology and its role in improving the efficiency of administrative performance in Algerian sports institutions, and identifying the most commonly used information technology devices in the field of sports management. The sample of the study consisted of administrators and employees of some sports institutions affiliated to the Ministry of Youth

and Sports and their number was (60) individuals. The researchers relied on the descriptive approach using the questionnaire as a tool to collect information. The research problematic was as follows:

What is the role of information technology in improving the performance of sports management in sports institutions?

What are the most commonly used IT devices in the field of sports management?

It included a set of 30 paragraphs measuring the role of information technology in improving sports management. Paragraphs (1 to 15) measured the role of information technology, and paragraphs (16 to 30) used computers in the field of sports.

The results were as follows:

- That information technology improves the performance of sports management in some sports institutions.

- The most used information technology device in the field of sports management in some institutions is the computer and its connection to the Internet.

**The third study:** Adalah Mabrouk, Menjhi Makhlouf

**The use of modern technological techniques in the conduct of sports competitions, Al-Muharrar Magazine, 2023.**

Our study aimed to identify the modern technological techniques used in the conduct of sports competitions, where we relied on the descriptive approach in the case study method and we selected a sample of 18 facilitators selected in a comprehensive inventory method with the selection of the questionnaire tool to collect data and information.

The study found that the State Handball League - Bordj Bou Arréridj - uses modern technological techniques in the conduct of sports competitions, noting that there are technical, technological and human difficulties and challenges that must be overcome.

**The fourth study:** Nadhir Bouslah, Menjehi Makhlouf, Abdul Wahab Zawawi entitled

**Requirements for the application of management**

**Electronic in Sports Facilities in Algeria, Al-Jamea Journal in Psychological Studies and Educational Sciences, 2021.**

The study aimed to know the most important requirements that allow the successful application of e-management in sports facilities in Algeria. This study came to show the importance of modern technologies and their applications in the sports field. This is what is happening at the level of management and management of sports facilities in developed and developed countries. The descriptive approach was used on a sample of 35 sports facilities in the states of Messila and Bordj Bouaridj, and the sample was intentional, as the researchers used the questionnaire as a tool in the study, where they distributed the questionnaire forms to the managers of sports facilities Polati Messila and Bordj Bouaridj. The most important results of the study indicated that the human resource and material means in addition to the technical aspect are among the basic requirements that contribute to the success of the application of e-management in sports facilities in Algeria. Among the most important recommendations: The

formation of specialized frameworks in the use of elements of e-management by experienced and competent hands specialized in this field, and work to provide qualified material and human resources in order to facilitate the application of e-management in sports facilities, and work to conclude agreements with leading institutions in the field of modern technology for training and transfer of experience to keep pace with the development in this field.

### **Commentary on the Previous Studies:**

Reviewing previous studies provides the researcher with a large number of important ideas and trends in the field of the current study. Previous studies have indicated the importance of each of the study variables, whether physical education or psychological stress, so they must be studied and applied in the field of sports. Previous studies have informed us in our current study in several aspects, the most important of which are the following:

- Develop a conceptualization of the subject of the theoretical framework.
- Assist in identifying the problem of the study and explaining its importance.
- Helping the researcher to determine the study method and choose the study tools.
- Designing and building the study tool in terms of its axes.

By looking at previous studies, they approach the current study in the study of the variables of the current research, but our study is independent in its attempt to link the two variables, while our study differs from previous studies that each of them has a different field in addition to the purpose of the study.

With these previous studies, the current study has benefited from a set of points that can be organized as follows:

#### **- In terms of the objective of the study:**

The previous studies have a great relationship with the current study so that we can obtain the greatest benefit, so these studies varied according to the general objective of each study.

#### **- In terms of the approach:**

Most of these studies agreed in terms of the approach (descriptive approach) and the study samples and methods of selection differed according to the diversity and difference of the study population.

#### **- In terms of data collection tools:**

We also find that these studies have relied on a questionnaire form as a data collection tool, which will also be relied upon in our study.

The current study benefited from the aforementioned studies by identifying the conceptual frameworks of both modern technology as well as the variable of major sporting events as the main variables in the current study, in addition to finding through these previous studies other sources and references that he was able to see to cover the above concepts. Previous studies were also used in how to formulate the scientific content of the theoretical framework of this study and clarify the main points specific to the problem of the study and its use in interpreting the results of the study.

### **Exploratory study:**

The survey is considered the basic portal and the main entrance, as our survey included a sample of 05 employees of the Directorate of Youth and Sports

Our aim of the exploratory study is to ensure the suitability of the place of the study for the research and the validity of the tool used on the subject of the research. In order to be able to know the various aspects to be studied, we visited the institution concerned with the study in order to familiarize ourselves with the aspects of the problem addressed in our research and its results were as follows:

- Identifying the place and the extent to which this study can be conducted
- Learn about everything that can hinder our work and the various difficulties that may be encountered
- Getting close to the sample members
- Measuring the validity of the tool to be used during the basic study
- Identify the main themes of this study
- Confirm the psychometric properties of the scale used.

#### **Areas of Study:**

**Spatial scope:** The study was conducted in the Directorate of Youth and Sports

**Temporal scope:** We started to complete this research in a period of one month from the beginning of May 2024 to the month of June 2024. The period is divided into two stages:

#### **Methodology of the study:**

Based on the nature of the study and the objectives we are trying to achieve, the descriptive analytical approach has been used, which is based on the study of the phenomenon as it is in reality.

#### **Population and Sample of the Study:**

##### **Study Population:**

The community considers the inclusion of all units of the phenomenon we are studying, and the study community consists of the total of 60 employees of the Directorate of Youth and Sports in the state of Mesila.

##### **Study sample:**

Due to the size of the study population and due to the practical rule in selecting the sample from the total population of the study, and in order for the sample to be representative of the research community, we applied the study to a sample of 15 employees of the Directorate of Youth and Sports in the Wilayat of Messila, who were selected in a simple random way. The survey sample, estimated at 05 individuals, was excluded, i.e. 25% of the study population.

##### **Data Collection Tools:**

The researcher used a questionnaire as a tool to collect information.

##### **Statistical tools used in the study:**

In our study, we used the SPSS V23 statistical packages program in order to benefit from the statistical means of:

Duplicates and ratios

Cronbach's Alpha Coefficient

- Relative congruence test as<sup>2</sup>.

- Presentation, analysis and discussion of the results of hypotheses:

We present one table as a model for the first hypothesis and a table for the second hypothesis.

### **Presenting the results of the first hypothesis:**

**Question 1:** Do you have knowledge about the modern technology used to organize the opening and closing ceremonies of major sporting events?

**Table (01):** represents the respondents' answers to question 01.

Answer	Frequencies	Percentage	2		significance level	Degree of Freedom	Decision
			Calculated	Activities			
Yes	12	80%	6.36	3.34	0.05	01	Statistically significant
No	03	20%					
Total	15	100%					

Through the results shown in the table, we find that 80% of the respondents answered yes, which means that they have knowledge about the modern technology used in the opening and closing ceremonies of major sports events, while 20% of them answered no, which means that they do not have sufficient knowledge about this technology.

Through the statistical treatment of the questionnaire by calculating the  $\chi^2$  shown in the above table, we find that the calculated value of  $\chi^2$  6.36 is greater than the scheduled value of  $\chi^2$  3.84 at the degree of freedom 01 and the level of significance 0.05; which indicates that there is a statistical significance.

Through the results obtained, we conclude that most of the respondents have knowledge about artificial intelligence and modern technology used in major sports events. The rest are either administrators who are not familiar with the sports field, such as accountants, financial interests and technologists. Their interests are administrative and they are superficially informed about the contributions of artificial intelligence in the sports field or they do not watch major sports events to give a clear perception of the importance of technology.

Presenting the results of the second partial hypothesis: that (the modern technology programs used have a role in the success of sports events)

**Question 9:** In your opinion, is modern technology important in the development of the opening and closing ceremonies of major sporting events?

**Table (2):** Represents the respondents' answers to question 09

Answer	Frequencies	Percentage	2		significance level	Degree of Freedom	Decision
			Calculated	Activities			
Yes	13	86.7%	13.01	3.84	0.05	01	Statistically significant
No	02	13.3%					
Total	15	100%					

Through the results shown in the table, we find that 86.7% of the respondents answered yes, which means that modern technology is important in developing the opening and closing ceremonies for major sports events, while 13.3% of them answered no, which means that it has no importance.

Through the statistical treatment of the questionnaire by calculating the  $ka^2$  shown in the above table, we find that the calculated  $ka^2$  value is 13.01 greater than the scheduled  $ka^2$  value of 3.84 at the degree of freedom 01 and the level of significance 0.05; which indicates that there is a statistical significance.

Through the results obtained, we find that most of the respondents answered that artificial intelligence is important in the development of the opening and closing ceremonies of the major sports events among the spectators. This indicates the competition between the organizers of the ceremony and the eloquent interest on the part of the organizing committee, which bet that the success of the opening and closing ceremonies is considered the largest part of the success of the sports event such as the Mediterranean Games Algeria 2022, as well as the World Cup Qatar 2022, and Algeria 2023. Those who answered: (No) either have no knowledge of the field, or that the reality seen in the sports events in Algeria lacks the use of elements of modern technology and artificial intelligence in their view.

## **2- Discussing hypotheses in the light of the results:**

### **2-1-Presenting the results of the first partial hypothesis:**

#### **According to which: The control of artificial intelligence technology contributes to the success of major sporting events in Algeria**

After the statistical processing of the results of the hypothesis, we found that the control of technology and training in artificial intelligence technology played a role in the success of major sports events. Through the results of the tables of the first axis, we found that the actual control by the human resource actually has a prominent role in keeping pace with various modern technologies and programs that would show creativity in how to display, monitor and manage various sports facilities that host major sports events such as the World Cup of Football. We found that our study agreed with the study of Salami Abdel Rahim, Eidani Fouad (2021), which aimed to identify the concept of information technology and its role in improving the efficiency of administrative performance in Algerian sports institutions, and to identify the most used information technology devices in the field of sports management, as the study found that information technology

improves the performance of sports management in some sports institutions, in addition to that the most used information technology devices in the field of sports management in some institutions is the computer and linked to the Internet.

Our study also agreed with the study of Nazir Bouslah, Menjhi Makhlouf, Abdul Wahab Zawawi (2021), which aimed to know the most important requirements that allow the successful application of e-management in sports facilities in Algeria. This study came to show the importance of modern technologies and artificial intelligence and its various applications in the field of sports. This is what is happening at the level of management and management of sports facilities in developed and developed countries. The most important results of the study indicated that it is considered the human resource and material means in addition to the technical aspect among the basic requirements that contribute to the success of the application of e-management in sports facilities in Algeria. One of the most important recommendations: The formation of specialized frameworks in the use of elements of e-management by hands with specialized experience and competence in this field, and work to provide qualified material and human capabilities in order to facilitate the application of e-management in sports facilities, and work to conclude agreements with leading institutions in the field of modern technology for training and transfer of experience to keep pace with the development in this field. Through this, we can say that the first hypothesis has been achieved.

**2-2-Presenting the results of the second partial hypothesis:  
According to which:**

**AI technology programs and equipment contribute to the success of major sporting events in Algeria**

After statistical treatment of the results of the hypothesis, we found that the programs and equipment of modern technology used, especially in light of the terrible artificial intelligence and the development taking place, play a role in the success of major sports events. Through the results of the tables of the second axis, we have reached the conclusion that the various modern programs and applications through good control of artificial intelligence technology using equipment that keeps pace with the development that makes creativity in organizing major sports events add beauty and excitement to waiting to watch these events such as the opening and closing ceremonies such as the Mediterranean Games Algeria 2022 or the Qatar 2022 Football World Cup, where we find the results of our current study agreed with the results of the study of Bin Smisha Al-Eid, Qazqouz Muhammad (2020), which aimed to identify the importance of information technology in the field of sports. In addition to identifying the importance of information technology in the development of modern sports management, which concluded that information technology contributes to the field of sports by qualifying administrators in the field of modern technologies and controlling artificial intelligence technology, our study also agreed with the study of Adalah Mabrouk, Menjhi Makhlouf (2023), which aimed to identify the modern technological techniques used in the conduct of sports

competitions, which concluded that the State Handball Association - Bou Arreiraj Tower - uses modern technological techniques in the conduct of sports competitions, noting that there are technical, technological and human difficulties and challenges that must be overcome, as well as. Many studies insist on the most important provision of software and equipment by employing a human resource capable of controlling artificial intelligence technology for the success of major demonstrations. Through this, we can say that the second hypothesis has been achieved.

### **2-3-Presenting the results of the general hypothesis:**

#### **The general hypothesis states that: Artificial intelligence contributes to the success of major sporting events in Algeria**

By fulfilling the first and second partial hypotheses, we can say that the general hypothesis has been fulfilled.

### **Overall Conclusion:**

Through what was discussed and after the statistical processing of the data and the presentation, analysis and interpretation of the results, a set of results was reached, which we summarize as follows:

- The control of artificial intelligence technology contributes effectively to the success of major sporting events in Algeria
- The human resource is the important link in the relationship between technology control and the success of the event
- Providing the means and equipment in quantity and quality that would make the major sporting events in Algeria a success
- The modern technology programs used have a role in the success of major sporting events in Algeria

### **Suggestions and recommendations:**

- Work to integrate the institutions of the private sector in the organization and management of major sports competitions and coordinate efforts in the field of modern technology for the success of these events, especially the opening and closing ceremonies because of their importance in giving a good picture of the sports event.
- Allocating sufficient financial wrappers for sports associations and sports federations in order to modernize and develop communication networks, in addition to using financial liquidity in the purchase and attraction of technological infrastructure carrying technology, as well as the design and development of software and expert technological systems used in the revival of major sporting events.
- Paying attention to technological development and the use of modern technology and trying to integrate them continuously into sports associations, federations and institutions specialized in reviving major sporting events by making the necessary and important changes in all fields, especially in the organizational structure, the completion of operations and the work process.
- Conducting training and educational courses on modern technology and its programs for framers and supervisors of major sports events remotely and in person in order to enable them to acquire modern skills, experiences

and techniques used in the management of sports tournaments and competitions.

- Equipping sports facilities with the necessary technical and technological capabilities to organize and manage sports events without any organizational obstacles.

### **Conclusion:**

Through the findings that proved that modern technology contributes to the success of sports events, it can be said that modern technology plays an important role in the success of sports events. The use of modern technology at the opening and closing ceremonies can create distinctive and exciting experiences for viewers and enhance the attractiveness of the sporting event. These technologies also contribute to delivering a strong message, enhancing sportsmanship and belonging to the event, in addition to helping to attract more audiences and increasing public interest in the sporting event.

However, modern technology must be used appropriately and in balance with the vision and nature of the event, and technologies must be part of the overall vision of the event and its promotion, not just technical additions without a clear goal, and laws and regulations related to the safe and responsible use of technologies must be respected, and ensure that they do not adversely affect the safety of attendees and the conduct of the event.

In sum, modern technology can contribute significantly to the success of sporting events. It enhances the viewers' experience, creates an exciting and distinctive atmosphere, enhances communication and belonging to the event, and with the continuous trend towards technological development, innovative technologies are expected to continue to improve the experience of attendees and viewers in the future.

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