

Regional sports policy in Morocco: a means of socio-economic integration

Case of the "Casablanca-Settat" region.

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Abstract

In Through the advanced regionalization project, Morocco has given each of the twelve regions the freedom to design regional public policies, to enjoy independence in terms of decision-making and to develop their own management behaviors. Therefore, the design of a regional sports policy capable of achieving social and economic integration requires an intensified work of different actors. Thus, the sports policy at the level of the Casablanca-Settat region is one of the public policies to be elaborated and developed in order to guarantee the consolidation of the role that sport can play as a locomotive of development and socio-economic integration. For all these reasons, our article focuses on the satisfaction of the need for socio-economic integration through sport. Our objective is twofold. First, we want to verify the consideration of this need by the sports policy of the Casablanca-Settat region, then to evaluate the level of its satisfaction among the target population. To do this, we used a mixed approach, the qualitative study of which was carried out through semi-structured interviews with regional sports officials and the quantitative study was carried out by means of a questionnaire sent to the citizens of the target region. The results showed that local officials do not give enough importance to the satisfaction of this need. On their part, the citizens expressed their dissatisfaction with this need.

Key words: regional sports policy, needs, satisfaction, regional officials

Introduction

The process of developing a public policy, from its conception to its operationalization, requires the adoption of a precise frame of reference. The latter will guide the decision-making choices according to the expected goals and objectives.

In fact, any public policy is essentially dependent on the desired objectives behind its implementation. Thus, the diversity of objectives has caused thinkers to differ in their apprehensions and theoretical perspectives with regard to public action. Referring to the work of authors **Mény and Thoenig (1989)** and **Muller (1990)**, we distinguish three main currents in public policy analysis. These currents are distinguished from one another by their focus on the fields of analysis. The first focuses on public policy analysis and theories of the state. The second gives importance to the explanation of the functioning of public action. The last one focuses on the evaluation of the effects of public action. Moreover, all three theoretical models question the relationship between the state and society. It is according to its general policies that the State exercises its power, thus adopting a particular model to deal with society's problems. Consequently, in most cases, public policy takes place as a response to a public need, having as its main role the satisfaction of that need. In this perspective, this scientific article has combined the theoretical foundations of the three currents, insofar as they interfere with each other, and the answer to the problem requires a crossing between the different positions of the three currents. In short, this research work has benefited from the first current in its pluralist dimension where the objective of the regional sports policy is focused on the satisfaction of the citizens' needs. The second stream provided a basis for the treatment of regional sports policy, taking into account the role of all stakeholders. The third stream provided a basis for the evaluation of the regional sports policy. This combination was used to orient the reflections, the theoretical choices, the methodological choices and the construction of measurement tools and the analysis of the results obtained.

More concretely, this article has tried to approach scientifically the satisfaction of the need for socio-economic integration through sport as well as its consideration in the elaboration of regional sport policy. Therefore, we have verified the consideration of the need for socio-economic integration by the sports policy of the Casablanca-Settat region, and then we have evaluated the level of its satisfaction among the target population.

Before presenting the results of our study, we felt it was important to present a theoretical basis dealing with sports policy, the process of its elaboration as well as the actors responsible for its elaboration and its operationalization. Furthermore, we will extrapolate these theoretical

elements to the Moroccan model. Succinctly, our study is structured as follows: we will begin with a theoretical analysis of regional sports policy, presenting some theoretical foundations, then we will present the protocol of our research work, ending with a discussion of the main results and the limits and prospects of the research.

1. The process of sport public policy development

The analysis of public policy does not require a "standard" methodological framework or concepts belonging to a specific epistemology (P. Muller, 1990). In this sense, the analysis of the definitions of public policy will provide the elements of its understanding through the identification of its objective, its components, its actors and its elaboration and concretization process.

1.1. The components of public policy and their application to the sport sector

First of all, we would like to point out that there are several definitions of the concept of "public policy". Given this diversity, we will try to present the definitions that are most often used.

Table 1 : Summary of public policy definitions

Authors	Definitions
Dye (1972), p30	<i>"Public policy is what governments choose to do or not to do"</i>
Mény et Thoenig (1989), p 129	<i>"A public policy is the product of the activity of an authority invested with public power and governmental legitimacy"</i>
Thoenig (1985) & Mény et Thoenig (1989), p 6	<i>"A public policy is a program of action by one or more public or governmental authorities in a given sector of society or space"</i>
Lemieux (1995), p 184	<i>"A public policy is made of activities oriented towards the solution of public problems in the environment, and this by political actors whose relations are structured, the whole evolving in time"</i>
Larrue (2000), p 162	<i>"A public policy is a series of activities, decisions or measures, at least intentionally coherent, taken mainly by actors in the political-administrative system of a country, in order to solve a collective problem. These decisions give rise to formalized acts, of a more or less coercive nature, aimed at modifying the behavior of target groups, assumed to be at the origin of the problem to be solved"</i>

<p>Turgeon et Savard (2012), p 3</p>	<p><i>"A public policy is a document drafted by government actors that presents their vision of an issue that is amenable to public action and, secondarily, the legal, technical, practical and operational aspects of that action. A public policy can also be defined as the process in which elected officials decide to take public action on an issue for which certain governmental or non-governmental actors require intervention"</i></p>
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Source : Our own Synthesis

In reading the above definitions, we found that there are several different orientations. Authors specializing in public policy confirm this observation. Faced with this dissimilarity, several authors have tried to find a consensus to define the main elements to which an efficient and operational definition of public policy must respond. To this end, they specify that: "A public policy is defined as a series of intentionally coherent decisions or activities taken by different actors, public and sometimes private, whose resources, institutional ties and interests vary, with a view to resolving in a targeted manner a problem defined politically as collective. This set of decisions and activities gives rise to formalized acts, of a more or less binding nature, aimed at modifying the behavior of social groups supposedly at the origin of the collective problem to be solved (target groups), in the interest of social groups that suffer the negative effects of the problem in question (final beneficiaries)" **Knoepfel, Larrue and Varone (2006 : 29)**.

Indeed, this definition seems the most operational. Consequently, we believe it is the most appropriate for our context. It contains all the elements necessary to establish the link between public action and the need expressed by the citizen, in this case the need for socio-economic integration, as a social problem.

In general, public policy can be characterized by the following elements:

- It attempts to remedy a problem that is "politically recognized as public" (**Knoepfel, Larrue, & Varone, 2013**);
- It has an audience in the form of previously identified targets;
- It is manifested through a set of acts and decisions;
- It is only qualified as public if it is taken by actors responsible for the implementation of public policies.

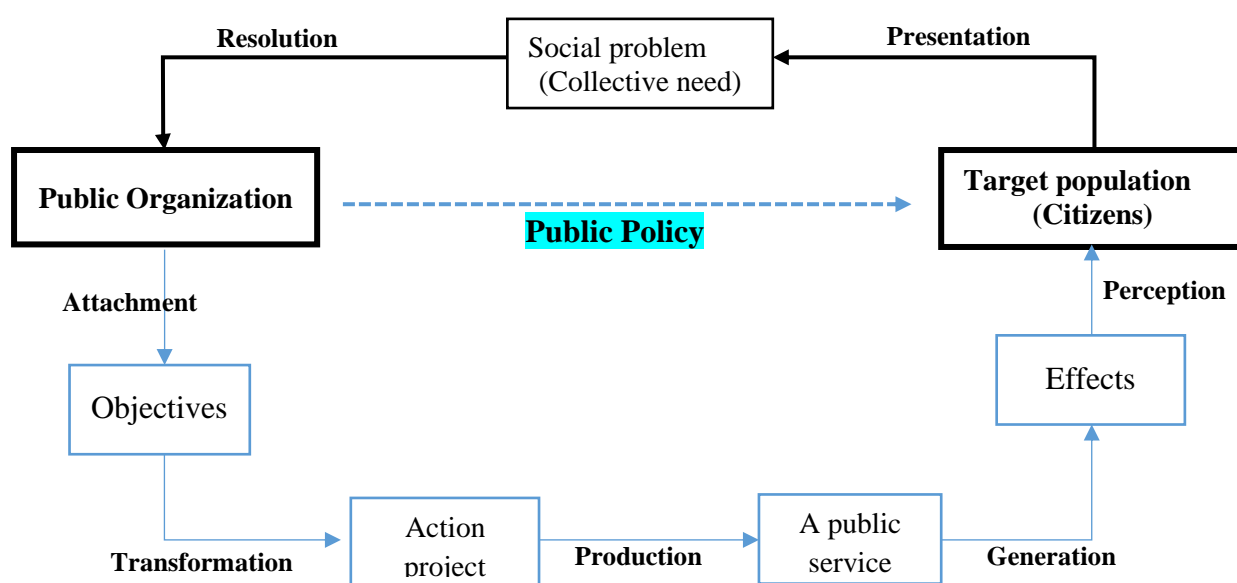
The analysis of the notion of "public policy" constitutes a deep theoretical source on which we will base ourselves to approach the notion of "sports policy".

Indeed, there is a circuit referring to the construction of regional sports policy as an appropriate response to social demand.

The diagram below summarizes the main stages of public policy development (El Akari, 2015). It presents the circuit by respecting the following logical path:

- The emergence of the public problem expressed in terms of social needs;
- The intervention of the State through the taking of decisions and the setting up of implementation tools;
- The eventual resolution of the initial problem, followed by an evaluation and

Figure 1: Stages of public policy design and implementation



Source: Inspired by the work of A. El Akari (2015)

Given that sports policy is a sectoral public policy, the process expressed in the above diagram will also serve as a reference to the analysis of the regional sports policy.

1.2. The framework for designing sports policies in Morocco

In the Moroccan context, with reference to the 2011 constitution, we distinguish two main actors responsible for the design and implementation of public policies:

- The executive branch (the government)
- The legislative branch (the parliament).

These two main institutions are the product of a political system based on a pluralist democracy. Indeed, the political scene in Morocco is characterized by the existence of more than 30 political parties¹. These parties have visions and ideologies that will certainly impact the strategic

¹ Directory of political parties in Morocco

orientations of the government and parliament. This will undoubtedly influence the public policies of the kingdom.

From the above, we can say that the political parties' programs are the first determining factor in the design and implementation of sectoral public policies including sports policy. Generally, political parties, if they come to power, can be both a planner and an implementer of public policies.

Thus, political parties play an indispensable role in the design of public policies and particularly sports policies (**A. Moussaid, 2019**).

Moreover, the conceptions and/or visions of Moroccan political parties are translated into political programs. Indeed, the importance given to sport within these programs will tell us about the place of sport policy in Morocco.

Over time, the appearance of sport in the political parties' programs has fluctuated, which we present below:

- After independence, the programs of the political parties have recorded an almost total absence of concerns related to sport. This is an observation that **A. Moussaid, (2019)** describes as normal and acceptable, given that Morocco at that time was at the beginning of the reform process, and that the political parties did not have enough experience.
- Between the 1960s and the 1980s, some political parties began to include sport in their programs, but of secondary importance.
- The 90s, especially in 1997, two political parties included sport in their programs to address the lack of sports facilities and sports coaching (**Elyazghi, 2011**).
- By the 2000s, the presence of sport began to carry weight in political parties' platforms. In 2002, seven parties incorporated the notion of sport, while in 2007, twenty-two parties advocated for sport development in Morocco (**Elyazghi, 2011**).
- In the 2010s, almost the same parties kept the same orientations.

Although the rate of introduction of sport in political parties' programs is high, this hardly reflects the level of importance actually given to this sector. Most programs have only touched on sport superficially or through its integration into the general concerns of Moroccan youth. Indeed, the place of sports policy can only be verified through the realization of government projects. The operationalization of the orientations and objectives set by the State is achieved through national programs.

In fact, Morocco has invested in the decentralization project in order to reduce the intensity of the efforts made by the central administration and to adopt an administrative management capable of responding to the needs of the population at close range.

In fact, decentralization has preserved for the central administration the right of permanent control over the realization of national programs and the implementation of sectoral public policies. Although this decentralization reduced the heaviness of procedures, the realization of public/sport policies will always require the intervention of several actors.

In this sense, the actors involved in the concretization of sports policies in Morocco are widely studied by **El Akari, (2015)**.

According to his study conducted on four regions of Morocco (according to the former geographical division of 16 regions: Rabat Salé ZemmourZear, Marrakech Tensift Elhaouz, Laâyoune-Boujdour- Sakia Elhamra and Tadla Azilal), the main actors intervening in the sports field are often imposed by force of law. The study referred specifically to the Law 30-09 on PES² (2010), and the communal charter (2002/2009). This study determined the totality of the actors. It presented them as follows:

- Local authorities;
- NIHD³;
- Delegation MYS⁴ ;
- MNE⁵ Delegation ;
- Associative movement;
- Private sector.

Obviously, the degree of involvement varies from one actor to another. For further clarification, we present the table below that describes these actors and their specific areas of activity.

² Physical Education and Sports

³ National Initiative for Human Development

⁴ Ministry of Youth and Sports

⁵ Ministry of National Education

Table 2: Actors involved in the sport sector at the territorial level

Designation		Terms of reference	Specific field of activity
Actors of public law	Community Territorial	The constitution (2011-Art 145)/Dahir 15 February 1977 communal charter (2002/2009) The Constitution (Art 26-31) /Communal Charter 2002/2009 Art 14/41/83/101/112)	Implementation of territorial development policies Coordination and coherence of territorial public policies Own attribution (participates in the sports animation with the MJS competition) Encouragement of the associations with sporting character.
	Decentralize d services of the MYS	Constitution / Law 30-09/ Decree 2013	-Participation in the construction of sports facilities -Creation of a sports dynamic at the territorial level, -Supervision of the local sports movement and ensuring its compliance with the regulations in force, -Encouragement of sports activities initiated by the local sports movement,
	Deconcentrated services of the MNE	Law 30-09/ Decree Attributions	Popularization of PES in school education
	NIHD	2005	Sport as a factor of social integration
Actors of private law	Sports and Olympic Movement	Constitution / Dahir 15 November 1958/ Law 30-09 / Decree 2011	Sports animation / supervision / organization of sports events
	Private (Sponsors)	Law 30-09/ Marketing sports	Financing of Sports Activities

Source: El Akari, 2015, P: 210

Table 2 lists the globality of the actors involved in the realization of sports policies. While the specific areas of activity have made it possible to indicate the main actors, responsible for the design of regional sports policies.

From the missions, the attributions of each actor and the legislative texts governing their actions, we note that there are two main actors intervening in the conception and in the highlighting of the regional sports policies:

- The State represented by the deconcentrated services of MYS
- The local authorities (municipalities, boroughs...etc.)

These two stakeholders are the main actors who are supposed to elaborate a regional sports policy adapted to the needs of the citizens. The satisfaction of the need for socio-economic integration through sport will necessarily depend on the involvement of the actors, their perceptions, their coordination and especially their commitment.

2. Socio-economic integration through sport in the Casablanca-Settat region

Physical activity and sport is a very interesting link in the chain of socioeconomic integration of individuals. From the point of view of **Durand (1987)** and **Alain (1993)**, physical and sports activity creates in the individual "a motivation of affiliation" which is transformed into a real social tropism. The latter pushes the participants to meet with other people and to make friends, in other words, to integrate socially. Furthermore, **Augustin (2011)** considers that "if society is seized by sport, it is because sport is seized by the economy" (p.358). Moreover, **Mohamed Kaach and Patrick Bouchet (2004)**, among others, have reinforced the said idea, while relying on the economics of sport in their work.

2.1. Theoretical overview of socio-economic integration through sport

First, social integration is "a collective, not individual, phenomenon". E. Durkheim distinguishes between two modes of establishing social integration. A mode where the state is primarily responsible for solidarity and morality in a society. While the second mode considers that this function is rather assured by religion and the family. In fact, **M. Falcoz and M. Koebel (2005)** extrapolated this Durkheimian approach to the field of sports, stating that "We can probably be satisfied, at first, with the definition used in the Durkheimian approach, which postulates that integration designates the process by which a social group appropriates the individual to ensure its cohesion.

Other authors adopted the reasoning of these reflections to qualify the physical and sporting activity of "social phenomenon" such as **Pierre Bourdieu (1980, p. 174)** or **André Comte-Sponville (2010, p. 210)** who treats the physical and sporting activity as "phenomenon of society". In the same sense, **L'Yvonnet (2010, p. 196)** considers that the physical practice is a social fact. While for **Edgard Morin (2010, p. 200)**, the practices related to sport are a "phenomenon that carries the whole of society". Moreover, the motivations of the citizens to

exercise a physical and sporting activity are multiple. From a social point of view, **Choquet (2001, p. 75)** thinks that the search for conviviality and the meeting with the friends constitute the first motivations for the sporting practice.

Other authors have associated the motivation to engage in physical activity and sport with the satisfaction of needs for belonging and personal expression. We quote the example of **Pociello (1994, p. 164)** who treats the physical and sports practice as a tool guaranteeing an "aspiration to free expression and personal fulfillment".

In addition, **Callède (2007, p. 465)** accentuated his work on the social role of the physical and sporting activity. The latter consolidates the link between the satisfaction of the social needs and the physical and sporting practice. For him, "in the practice of sport, the manifestation of belonging and personal expression are inseparable".

This was confirmed by **Hashar. N (1998)**, who announces that the physical and sporting practice "constructs a feeling of belonging to a community or to a territory that is different from other communities".

All in all, it turns out that the physical and sports activity occupies an important place interacting with the social phenomena. In this way, we retain the beneficial effects of the physical and sports practice on the social life of the citizen. These effects will be transformed thereafter into satisfaction of the needs of safety, belonging, self-esteem and personal expression.

In fine, **Pierre Bourdieu (1980, p. 177)** exposes the physical and sporting activity as "a social practice" regulating the behaviors of the individual, that is to say that this physical practice will have the effect of a true remedy to the social problems. Many societies, especially those in the process of development, suffer from various social problems, which can appear in various and disproportionate forms, such as social inequality, delinquency, precariousness, violence, aggression, unemployment or any other form of social fragility.

To do so, the physical and sports practice is instrumentalized to face the real problems that the citizens encounter and consequently, play an important societal role.

Defrance, J. (2006) integrated the physical and sports activity in the process of fight against social problems.

In an article written by **Mabillard Vincent (2012)**, the author confirms that physical and sports activity can eradicate some intra-societal differences. For him, the physical and sports practice whether it is individual or collective, participates in the remediation of social problems. Given that it:

- "Promotes self-discovery through contact with teammates and/or opponents;

- Favors the learning of collective life;
- Constitutes a real instance of socialization in which each one enjoys, undergoes and discovers at the same time the distribution of social roles;
- Initiates the values of justice and equality, combined with the spirit of fair play;
- Favors the development of the spirit of acceptance of defeat and respect for the opponent;
- Fosters self-control". **Mabillard Vincent (2012)**

In fact, the virtues of physical activity and sport allow an easier integration of people in NEET⁶ situation. It constitutes a solid protection against social problems.

We reinforce this idea by resorting to the conclusions of a contextualized research work in Morocco that was carried out by a group of researchers from the National School of Commerce and Management of Casablanca led by the researcher Abderrahim Rharib (**Rharib, A et al. 2021**). At the level of which, the team scientifically approached an experiment initiated by the NGO⁷ "Tibu Maroc" called "Initiative Intilaqa". The results of this study showed that a group of young people in a NEET situation were able to achieve socio-economic integration through sport. The methodological process adopted ensured a generalization of the results.

In fact, every individual needs to be socially appreciated and recognized, as long as the satisfaction of social needs is a priority. Moreover, always with the aim of demonstrating the positive relationship between sports policy and social integration, **Jean-Paul Callède (2015)** detailed and specified its impact on the population of sensitive neighborhoods. For him, the sports policies intended mainly for these districts "will reveal innovative methods of associative commitment and of a great human quality in favor of social cohesion". Moreover, sports policies should be used to fight against deviant practices among young people (alcoholism, drugs, violence, delinquency, discrimination). Other researchers, such as **Gasparini (2002)**, **Gasparini (2008)** and **Coralie Lessard (2017)**, have detailed the impact of regional sports policy on the social life of citizens. They advocate that, through sports policy, the state can guarantee a great deal in terms of:

- social integration;
- social cohesion;
- citizenship;
- education;
- fight against social problems (delinquency, precariousness, violence...)

⁶ Not in Employment, Education or Training

⁷ non-governmental organization

Again, the growing role that physical activity and sports play in the development of nations is concretized through the dynamization that it creates within the territory [the evolution of the financial market of the sport, the turnover realized thanks to the sports articles, the television rights... the appearance of new practices and new sports].

This territorial dynamization has a direct or indirect impact on the employability of citizens. In fact, several works have been carried out on the economy of sport, which confirm the positive influence of physical and sports activities on regional economic dynamization.

To this effect, **Bousigue and Stricker (2015)**, show that there is an impact on direct employment that corresponds to the effect of wages and social contributions on local residents. In addition, according to **Bourg and Gouguet (2004)**, sport-related activities impact the economy in two ways:

- Directly: sales generated by the sport industry;
- An indirect way: the creation of jobs, resulting from the expenses arising from the income generated by the people employed in sport-related activities.

In the book entitled "Le sport et le développement économique régional" **Jean-Jacques Gouguet and Jean-François Nys (1993, P:53)** specify that the sports employment market includes two main categories:

- Employees of the sport industry and of the sport administration
- Employees in the sport industry

Indeed, our objective is not to demonstrate the impact of physical activity and sport on the regional economic development, but rather to know if the people in charge of the Casablanca-Settat region see the regional sports policy as one of the tools for local development based on the employability.

For that, we retain the levels of influence expressed by the authors related to the creation of jobs as a result of the development of the physical activity and sport. That is to say that the citizen needs to work to earn a living. Thus the regional sports policy is able to exploit the physical and sports activity in a policy of professional integration.

Now we have dealt with the role of physical activity and sport in solving social problems. While unemployment is also an increased social problem, which can be in itself provocative of a set of other social problems. Finally, the impact of physical activity and sport on the employability of local citizens is also important and even indispensable.

For all these reasons, we decided to verify empirically the consideration of the need of socio-economic integration by the regional sports policy of the Casablanca-Settat region and the level of satisfaction of this need among the target population.

2.2. The different methodological choices applied

To achieve our verification objective, we enrolled in the post-positivism. We used a hypothetical-deductive method and a mixed approach.

The qualitative empirical study was carried out with officials in the Casablanca-Settat region. To determine the sample size for the qualitative study of local officials in the 16 districts of the Casablanca-Setta region, we chose to follow the saturation principle. As for the other stakeholders (the municipality of Casablanca, the regional council, and the regional directorate of the MJS), we must solicit them all as unique and indispensable entities. During this empirical phase we used a semi-directive interview guide.

Table 3: The qualitative study sample

Quality of respondents	Stakeholders	Number of administrative entities	Sample size
Elected officials and civil servants responsible for sports	Regional Council of the Casablanca-Settat region	1	1
	Municipality of Casablanca	1	1
	Regional Direction of Casablanca MJS	1	1
	Boroughs	16	Principle of saturation
Total		19	

Source: Our own synthesis

As for the quantitative study, it was conducted with a sample of 700 respondents.

The sample size was calculated using a calculation method developed and defended by Manu CARRICANO and Fanny POUJOL (2009) in their book "Analyse de données avec SPSS :

Synthèse de cours & exercices corrigés" in which the authors stipulate that the validation of the results of a factorial analysis depends, among other things, on the sample size.

For this, they assume that the latter depends on the number of items submitted to the factor analysis. They recommend a minimum of 5 observations per item (a ratio of 10 to 1 is preferable).

In the case of this study, we used a questionnaire that was validated following the approaches advocated by Churchill's paradigm (1979). This measurement tool consisted of 55 items. Indeed, it is preferable that the minimum size of our quantitative study sample not be less than $10 \times 55 = 550$ respondents. In fact, we decided to work with a sample size of 700 respondents. Thus, we specify that our sample met all the conditions of representativeness with respect to the parent population. We present below a descriptive table of the characteristics of our sample of 700 respondents.

Table 4: Key characteristics of the quantitative study sample

Cross-tabulated gender * Age group * Prefecture

Membership

		Age range			Total
		Under 15 years old	Between 15 and 59 years old	More than 60 years	
District Prefecture	Gender Male				
	Female				
	Total				
Ain chok	Gender Male	10	26	4	40
	Female	10	27	4	41
	Total	20	53	8	81
Hay Hassani	Gender Male	12	31	5	48
	Female	11	34	5	50
	Total	23	65	10	98
Ain Sebaa – Hay Mohammadi	Gender Male	11	29	5	45
	Female	10	30	5	45
	Total	21	59	10	90
AL Fida Mers Sultan	Gender Male	7	19	3	29
	Female	7	20	3	30
	Total	14	39	6	59
Ben M'Sik	Gender Male	6	17	3	26
	Female	6	17	3	26
	Total	12	34	6	52
Casablanca- Anfa	Gender Male	11	31	5	47
	Female	11	32	5	48
	Total	22	63	10	95

Sidi Bernoussi	Gender Male	16	41	7	64
	Female	15	45	7	67
	Total	31	86	14	131
Moulay Rachid	Gender Male	12	31	5	48
	Female	11	30	5	46
	Total	23	61	10	94
Total	Gender Male	85	225	37	347
	Female	81	235	37	353
	Total	166	460	74	700

Source: Output of processed data to SPSS

The processing of the data collected (from both qualitative and quantitative studies) was done using Nvivo, SPSS and Smart-PLS software. We used the content analysis method and factor analysis.

The hypotheses tested were:

Table 5: the research hypotheses

Plan	Research Hypotheses	Approach
Social	H1_a: The regional sports policy is designed taking into account the need for social integration	Qualitative
	H1_b: The regional sports policy enables citizens to meet their need for social integration	Quantitative
Economic	H2_a: The regional sports policy is designed to meet the employability needs of unemployed citizens	Qualitative
	H2_b: The regional sports policy allows citizens to meet their need for employability through unemployment	Quantitative

Source: Our own synthesis

For this study, we have used the Casablanca-Settat region, taking into account its characteristics. The choice of the region was based mainly on its importance for Morocco (20% of the national population, 40% of national mobility, 32% of national GDP)⁸ and on its capacity to theoretically meet all the conditions for success in society.

2.3. The results obtained and their interpretation

First, we will present the results of the qualitative study addressing the two hypotheses mentioned above. Then, we will discuss the results of the quantitative empirical study. Thereafter, we combine the results of both studies.

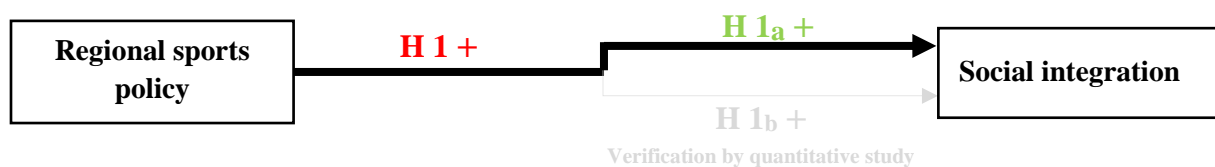
⁸ HCP - statistical yearbook 2018/ Casablanca-Settat region

❑ Qualitative study

In order to verify the hypotheses questioning the logic of the design of the regional sports policy, we have interpreted the results obtained by relying on the verbatim related to each variable in its own right.

- Hypothesis **H 1a+** linking regional sports policy to social integration

With regard to the positive relationship between the regional sports policy and social integration schematized as follows:



The results of the study showed that the "social integration" dimension is certainly not taken into account in a conscious way. That is, there were actions in favor of social integration, but those responsible⁹ for designing regional sports policy were not aware of them. Given that our objective is to determine whether those in charge have put in place thoughtful mechanisms to deal with the needs that need to be met, we found that the "social integration" variable was neglected. The verbatim reports can attest to this.

Framed 1: Excerpt from the verbatim of the managers in relation to the variable Social integration

"(...) The variable of social integration remains an important element but our objective is to focus on sports animation (...) "

"(...) For people who exceed 14 years are already affected by bad practices and we cannot push them to change their social behavior (...) "

"(...) We have already said that soccer schools work with children and therefore there is a social integration without the need to treat it independently (...) "

Source: Interviews with regional officials

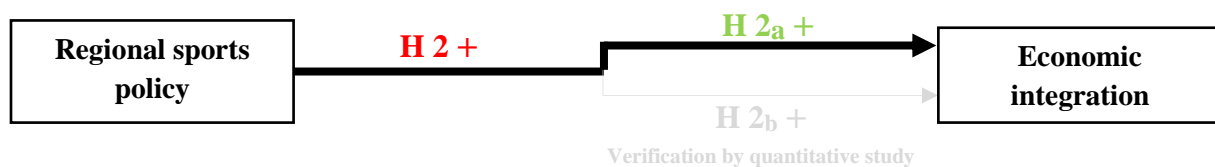
Through the interpretation of the results, we concluded that the variable "social integration" is not taken into consideration. Indeed, the managers were indifferent to this dimension. Therefore, they did not develop serious reflections on its integration in the process of construction of the regional sports policy. For all these reasons, the hypothesis **H 1a+** which

⁹ We applied the principle of diversification by interviewing beginners and administrators with a direct link to the construction of the sports policy

stipulates that "the regional sports policy is designed taking into account the satisfaction of the need for social integration" is **rejected**.

- Hypothesis **H 2a+** linking regional sports policy to economic integration

The positive relationship between regional sports policy and employability through sport is schematized as follows:



Based on our content analysis, we found that regional officials are bluntly dismissive of the idea of being able to exploit regional sports policy for job placement purposes at a time when they complain of a shortage of human resources. On this point, we present the following verbatim:

Framed 2: Excerpt from the verbatim of the managers in relation to the economic integration variable

"(...) We are far from this level of reflection Among us, in Morocco it is very very difficult to associate the practice of sports with these elements (...) "

"(...) There is an increased lack of human resources. But it is the region that is responsible for recruitment (...) "

"(...) I told you about the objectives away from the variables you just stated (...) "

Source: Interviews with regional officials

From the analyses and interpretations carried out, we find that the regional managers reject the responsibility of taking into account the employability variable. They correct the needle to other supervisory bodies. This was clearly stated in their speech. And so, the employability variable is not on their work agenda. For all these reasons, the hypothesis **H 2a+** which states that "the regional sports policy is designed taking into account the satisfaction of the employability need" is **rejected**.

❑ **Quantitative study**

To test hypotheses **H1b** and **H2b** we used measurement scales from the literature. The variables in this study are all latent in nature. The operationalization of these variables was done using items that could be transformed into manifest variables. Some items were slightly modified to

adapt them to the specificities of the study field. However, we verified the psychometric quality of these scales through the use of factor analysis.

▪ **For the scale of the variable social integration:**

The results obtained confirm the unidimensionality of this scale with a percentage of total variance explained of 60.59%. Moreover, the data are factorizable with a KMO score equal to 0.820 and a significant Bartlett score P less than 0.005. Also, the level of reliability of the scale is satisfactory with a Cronbach's alpha score equal to 0.763. The table below presents these results.

We tested the conditions for hypothesis testing through the structural equations using factor analysis.

Table 6: Factor analysis of the measurement scale of the "social integration" construct

Items	Components
	1
INTG_SOCIAL3	,581
INTG_SOCIAL4	,623
INTG_SOCIAL5	,735
INTG_SOCIAL6	,749
INTG_SOCIAL7	,863
INTG_SOCIAL8	,701
Eigenvalue of the principal component	2,796
% Variance explained	60,595
α of the scale	0,763
KMO	0,820
Bartlett's test	Significant - less than 0.005

Source: Synthesis of data processed on SPSS

From the results obtained, we can conclude that this scale is valid and can be used to measure the "social integration" construct and, consequently, test the hypotheses of this research work. We specify that the measurement scale of the variable "social integration" was composed, after purification, of the following elements:

Table 7 : Scale used to measure the social integration construct

Items	Labels
INTG_SOCIAL3	Your city's sports policy includes anti-crime programs or activities
INTG_SOCIAL4	Your city's sports policy puts in place the means and conditions to promote the acceptance of others and of differences
INTG_SOCIAL5	Your city's sports policy includes a system that encourages openness to others
INTG_SOCIAL6	Your city's sports policy promotes the development of a spirit of tolerance
INTG_SOCIAL7	The sports policy of your city allows you to develop the principles of coexistence and conviviality
INTG_SOCIAL8	The sports policy of your city allows you to develop your life skills

Source: Adapted from the process of our operationalization of the variables studied

▪ **Regarding the instrument for measuring the "economic integration through sport" construct:**

we verified the psychometric quality of this scale on the basis of the data returned from the quantitative study with the final sample of 700 respondents. The CFA conducted on this scale confirmed its satisfactory psychometric qualities. In other words, the results showed that the data are factorable with a KMO score equal to 0.739 and a significant Bartlett score P less than 0.005. In addition, the reliability of the scale was deemed sufficient with an α score equal to 0.751. In fact, we judged this scale to be unidimensional with a percentage of total variance explained of 57.27%.

We tested the conditions for hypothesis testing through the structural equations using factor analysis

The table below brings these items together.

Table 8: Factor analysis of the measurement scale of the "economic integration through sport" construct

Items	Components
	1
EMPL_SPORT1	,757
EMPL_SPORT2	,786
EMPL_SPORT3	,760
EMPL_SPORT4	,723
Eigenvalue of the principal component	2,291
% Variance explained	57,277
α of the scale	0,751
KMO	0,739
Bartlett's test	Significant - less than 0.005

Source: Synthesis of data processed on SPSS

From the results obtained, we can conclude that this scale is valid and can be used to measure the construct "economic integration through sport" and, therefore, test the hypotheses of this research work.

We specify that the measurement scale of the variable " economic integration " was composed, after purification, of the following elements:

Table 9: Scale used to measure the economic integration construct

Items	Labels
EMPL_SPORT1	Your city's sports policy promotes the development of skills required by the job market
EMPL_SPORT2	Your city's sports policy allows you to develop your sports know-how, which is sought after by employers in the sports sector
EMPL_SPORT3	Your city's sports policy encourages professional integration in sports structures
EMPL_SPORT4	Your city's sports policy increases employment opportunities

Source: Adapted from the process of our operationalization of the variables studied

On the basis of all the results presented, we were able to ascertain the validity and reliability of the measurement scales explaining the constructs of our work. As a result, we can test the hypotheses of our quantitative study.

▪ **For the scale of the sport policy variable:**

The measurement scale for the "sports policy" variable was composed of the items that operationalized it, taking into consideration the appreciation of sports facilities, the development of spaces dedicated specifically to sports practice, and sports activities and training. Indeed, we applied the same purification process that we detailed for the other two variables.

The statistical processing of the quantitative data was carried out with SPSS and Smart-PLS software. In this sense, we used the method of structural equations. Because of their ability to test relationships between multiple variables simultaneously, structural equations allowed us to analyze the relationships between measured variables and latent constructs.

The following represent the results of applying the hypothesis test through the structural equations. They consist of indicators that provide information on the nature of the relationship between the two variables.

This table presents the acceptance thresholds of the test values adopted by the different authors.

Table 10 : Summary of the quality indicators of the PLS model used in this research

The stages of the PLS		Indicators	Acceptance criteria	Reference authors
Measurement model	Reliability measurement	Loading	> 0,70	(Nunnally, 1994)
		Alpha de Cronbach	> 0,70	
	Convergent validity	composite Reliability	> 0,70	
	Discriminant validity	Discriminant validity of each construct	The square roots of the E.V.A. (diagonal) must be greater than the correlation relations between the variables.	(Hulland, J.1999)
Structural model	Overall quality of the model Index GOF	$GOF = \sqrt{[(Average R^2) \times (Average communality)]}$.	> 0,30	(Wold, H, 1982)

	Paths coefficients (standardized coefficient)	The standardized structural coefficients must be greater than or equal to 0.20 to be considered significant.	(Chin, 1998)
	T-values (Bootstrap procedure)	> 1,96	(Chin, 1998)

Source: synthesis of the work of the above authors

In order to accept or reject a hypothesis, the importance of the significance level (T-values) is emphasized. The latter is simply Student's T-value. In fact, to validate a hypothesis, with a margin of error of 5%, Student's T must be equal to or greater than 1.96.

The results obtained are:

Table 11: Results of causal relationships between regional sports policy and meeting the need for social integration

	β (correlation coefficient)	T-student (Boots Trap)	Decision
H 1_b +	0,589	2,314	Accepted

Source: Data processed on Smart-PLS - structural equations

This hypothesis verified the capacity of the regional sports policy to satisfy the need for social integration. Indeed, the statistical results show us that there is a causal relationship between the two variables with a coefficient $\beta = 0.589$. Also, the value of the T-Student test of this relationship is significant and higher than the selected acceptability threshold of 1.96. Consequently, we can conclude that the regional sports policy (explanatory variable) contributes to the satisfaction of the need for social integration (variable to be explained). For all these reasons, the hypothesis **H 1_b+** which states that "The regional sports policy allows the citizen to meet his need for social integration" is **accepted**.

Table 12: Causality results between regional sports policy and meeting the need for economic integration through sports.

	β (correlation coefficient)	T-student (Boots Trap)	Decision
H 2_b +	0,098	1,101	Rejected

Source: Data processed on Smart-PLS- structural equations

This hypothesis verified the capacity of the regional sports policy to satisfy the need for economic integration through sports. Indeed, the statistical results show us that there is a low correlation coefficient between the two variables ($\beta = 0.098$). Also, the value of the T-Student test of this relationship is low and below the accepted acceptability threshold of 1.96. Consequently, we can conclude that the regional sports policy (explanatory variable) does not contribute to the satisfaction of the need for employability through sports (variable to be explained).

For all these reasons, the hypothesis **H 2_b+** which states that "The regional sports policy allows citizens to meet their need for economic integration through sport" is **rejected**.

Finally, we close the presentation of the results of the empirical study with a summary table of the research hypotheses, related to the capacity of the regional sports policy to meet the needs of citizens and the design logic of the regional sports policy, that were accepted or rejected.

Table 13: Summary of decisions in relation to the hypotheses of this research work

Plan	Research Hypotheses	Decisions
Social	H1 _a	Rejected
	H1 _b	Accepted
Economic	H2 _a	Rejected
	H2 _b	Rejected

Source: Our own synthesis

The analysis and interpretation of the data led us to accept only one hypothesis and to reject the remaining three. Thus, we can say that local officials do not take into consideration the satisfaction of the need for socio-economic integration. The design and implementation of the regional sports policy does not give much importance to the satisfaction of this need.

With the exception of the need for social integration, citizens expressed dissatisfaction with economic integration through sport. In order to explain this result, we specify that the majority of citizens prefer a collective form of practice with friends, family members or even strangers at the place of practice. As a result, they found that the actions taken will have a positive effect on the consolidation of social relations, on the eradication of deviant or awkward practices or on the fight against social disparities. On the other hand, local officials implement actions without being aware of their importance in the eyes of citizens.

This result shows that the alarm bell must be seriously sounded regarding the role that sport can play in the socio-economic integration of citizens. In fact, in the face of such a finding, we can

assume that the reasons for not meeting needs may be multiple and overlapping. In other words, the results of the study can possibly inform on the absence of a clear and specific vision of the regional sport policy, on a malfunctioning at the level of its operationalization, on the absence of a participative approach clearly defining the objectives to be reached, on the absence of a political will guaranteeing the promotion of the physical and sport practice in the service of the satisfaction of the citizens' needs or on the existence of problems of coordination, assumption of responsibility, listening and commitment.

From a theoretical point of view, this result does not align with the conclusions of authors who have associated and confirmed the positive relationship between regional sports policy and the satisfaction of the need for socioeconomic integration of citizens. [**Patrick Bayeux (2011), Augustin J.P (2000), Jean Paul Callède (2015)**]

In sum, the socio-economic integration through sport in the Casablanca-Settat region remains dependent on a multiplication of efforts by regional officials to take advantage of the virtues of sport.

Conclusion

Many countries have built their economy, developed their tourism, conveyed their identity, consolidated their political position and improved the living conditions of their citizens thanks to the central and crucial position of the implemented sports policy. In this perspective, several authors have scientifically approached the relationship, considered positive, of "the sports policy" and the satisfaction of the different needs of the citizens.

In this article we have studied the relationship between regional sports policy and the satisfaction of the citizens' need for socio-economic integration. On the basis of a mixed empirical study carried out with the leaders of the different stakeholders and citizens of the Casablanca-Settat region, we examined the hypotheses dealing with the process of construction of the regional sports policy and its capacity to satisfy this need. Indeed, the discourse of all stakeholders was much more oriented towards the defense of achievements and programs and citizens expressed dissatisfaction with the need for economic integration. The results obtained showed that local officials focus much more on the construction of community lands and the role played by local associations. Only the need for entertainment was taken into consideration. Based on this fact, it is preferable that regional officials rethink their ways of doing things and their action plans in order to adequately respond to the needs of the citizens and more specifically to the need for socio-economic integration through sports.

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