

The Contribution of Ministry of Sports in Libya in the Application of Total Quality Management

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ABSTRACT

This research aims to identify the extent to which the Ministry of Sport of the State of Libya has contributed to the implementation of total quality management. The researcher used the descriptive survey method to suit the nature of this research. The sample included (10) personnel from the Ministry of Sport of the Western Region of the State of Libya. The researcher designed a questionnaire to collect the data for his research. The most important findings were that the contribution of the Ministry of Sport of the State of Libya to the implementation of total quality management in general was at a high level of 77.65%. The results in the questionnaire items were as follows: the administrative aspects were ranked second at a high level of 78.88%, material resources were ranked third at an average level of 76.36%, human capabilities were ranked first at a high level of 79.12%, and the total quality management was ranked fourth at an intermediate level of 76.27%. The researchers made the recommendations:

1. Building capacities for those implementing total quality management.
2. Developing the management needed to implement total quality management.
3. Opening up new horizons for increased institutional support for the implementation of total quality management.
4. Conducting training sessions to emphasize the concept of total quality management.
5. Conducting further research.

Keywords: (Sports, Management, Total Quality)

INTRODUCTION

Management experts have recently turned to improving institutions in light of comprehensive development in societies that want to establish themselves locally and internationally in many economic, social and political aspects. In fact, modern management plays a vital role in directing institutions and organizations of all stripes

and disciplines towards progress, development, problem solving, conflict and dispute confronting, addressing shortcomings and weaknesses, and increasing the effectiveness of strengths and distinctions (Abdul Rahim, 2005).

The philosophy of total quality management requires a continuous process of continual improvement that must include all personnel, equipment, suppliers, resources and procedures, and the basis of the philosophy is that every aspect of the process can be improved (Al-Fadl and Al-taei, 2004).

Continuous improvement means continuous improvement of all factors associated with the process of converting inputs into outputs. This improvement

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includes building/buildings, equipment, materials, methods of work, and the performance and behavior of workers. The fact that one, some, or all of this is sound does not mean that it is not amenable to improvement. Rather, improvement is possible from time to time, as long as the surrounding environment is full of technological, cultural, political, economic, and legislative changes, customer desires change, and that customers' desires change and competitors introduce successive improvements (Mustafa, 2005).

Total quality is a strategic approach to producing the best possible product or service, through continuous innovation. It recognizes that the focus is not only on the production side, but also on the services side, and that this is equivalent to success. In fact, this recognition arises because of the improvements in quality that can be seen, but other aspects of the organization have an important role to play as well (Tawfiq, 2005).

Total quality management is an enterprise management portal, based on quality, built on the participation of all members of the organization and aimed at long-term success, customer satisfaction and benefits for employees in institutions and the community (Qatarouni, 2015).

“There has been increased interest in implementing comprehensive quality management, which is considered the main pillar for successful administrations that seek to keep up with scientific development and modernization in the field of administrative work. However, applying it requires advanced methods aims at improving and developing administrative work. In light of the great competition that the world is witnessing today among major international institutions, sports institutions are at the center of the competition process, which made their administrations seek to improve their training outcomes, which requires implementing total quality management in them.” (Al-Khouli, 2005).

Total quality management is a modern concept that has captured the attention of leaders, academics and researchers as one of the desired management concepts, and the application of total quality management in sports institutions has positive implications for the development and improvement of the organization's performance. Achieving total quality management in sports bodies can achieve its goals through a number of

components such as proper management performance, the use of information systems to solve problems, focusing on both processes and outcomes, as well as human resources development. Quality management is an important and essential subject for all public bodies, and has gained the attention of writers and specialists in management, and has become a key field of specialization in business administration (Al-Najjar *et al.*, 2021).

The primary goal of total quality management in any athletic organization or activity is to improve performance and services provided by achieving the highest possible return at the lowest cost for the correct business rule without errors since the first trial (Shafie, 2006).

Most studies have confirmed that the application of total quality management has positive effects on the performance of the institutions that implement it, through increased productivity, improved profitability, lower costs, improved performance, improved employee relationships and higher job satisfaction. Therefore, interest in quality management has increased, and its global reach has increased as well in various areas (Buter, D, 1996).

Therefore, it is necessary to identify the extent to which sports institutions contribute to the implementation of total quality management, especially with regard to administrative aspects, material and human resources, and the concept of total quality management among employees, in order to promote these institutions and achieve the highest performance rate.

STATEMENT OF THE PROBLEM

The researchers spotted the problem of current research after having reviewed some scientific references and literature on the management of total quality in various educational and training institutions, conducted some personal interviews with many experts in the field of physical education, sports sciences in general and sports administration in particular to learn about the latest scientific developments related to the application of total quality management in sports institutions. In view of the Ministry of Sport in Libya, the researchers found that there has been some shortcomings in the application of the concept of total quality management, which led the researchers to make a scientific attempt to identify “the extent to which

the Ministry of Sport in the State of Libya contributes to the application of total quality management”, and thus the possibility of developing the Ministry of Sport and all its departments and looking ahead, which none of the researchers had mentioned in their studies as far as the researchers are concerned, adding novelty to the current research.

Significance of the Research

1. Learning about the recent developments in the Ministry of Sports of the State of Libya;
2. Developing the executive departments of the Ministry of Sport in the State of Libya;
3. Determining the capabilities of the personnel of the Ministry of Sports in the State of Libya;
4. Achieving the highest performance rate in the Libyan Ministry of Sport in light of total quality standards;
5. Addressing shortcomings in the application of the concept of total quality management in the Libyan Ministry of Sport.

Research Objectives

The aim of this research is to determine the extent to which the Ministry of Sport of the State of Libya has contributed to the application of total quality management.

Research Question

In light of the objective of the research, the researchers attempt to answer the following question:

- To what extent does the Ministry of Sport of the State of Libya contribute to the application of total quality management?

Definitions of Research Terms

Quality

The application of sports science and technology to maximize the benefit of the individual as soon as possible at the highest level and with the least effort and cost.

Total quality management

It is an administrative philosophy that seeks to create and develop a base of values and beliefs that makes all of the personnel of an organization believe that the primary goal of their organization is to satisfy the beneficiary through collective work of cooperation and participation to achieve this goal (Jablonski, 1994).

Previous Studies

- a) Al-Adadi's study (2012): It aimed to identify the obstacles that prevent the application of total quality management in higher education institutions in the Kingdom of Saudi Arabia. The research population consisted of all faculty members in the theoretical colleges at King Khalid University. A questionnaire was prepared consisting of two sections. The total number of valid questionnaires for analysis reached (204) questionnaires. It was concluded that the most prominent obstacles facing the application of total quality management in institutions of higher education are poor understanding of the concept of lifelong learning, poor financial support for scientific research, poor libraries, and an increase in the teaching load. It was found that there is a difference among the main groups of obstacles according to specialization, and differences in estimating the degree of importance of organizational obstacles and community service due to the experience of the faculty member, while there are no differences in the rest of the aspects.
- b) Madoukh's study (2008): This study aimed to identify the obstacles to implementing total quality management in Palestinian universities in the Gaza governorates and ways to overcome them. To achieve the goal of the study, the descriptive analytical method was adopted. The study population consisted of all deans, heads of departments, and the heads of the quality committees at the three Islamic universities, Al-Azhar and Al-Aqsa, with (155) participants. The researchers designed a questionnaire consisting of (64) items distributed in (5) areas, namely: the teaching staff, the university facility, scientific research, community service, and the administrative body. The results of the study revealed that the highest obstacle is related to scientific research, then the field of community service. Furthermore, there are statistically significant differences for the university variable in favor of Al-Azhar University, and there are no statistically significant differences attributable to the variables of job title, years of service, and academic degree.
- c) Rady's study (2006): The study aimed to reveal the obstacles to implementing total quality management in technical education institutions in the Gaza governorates and ways to overcome them. The researcher used the descriptive analytical method, and the study population and sample

consisted of all deans, vice deans, department heads, and members of the technical colleges' quality committees in the Gaza governorates, with (113) employees for the first academic year 2006/2007, of whom (89) responded. The study revealed that there were no differences between the responses of the sample members to the six areas of the questionnaire related to identifying obstacles to the implementation of total quality in educational institutions due to the variables: (job title, years of experience, gender), and that the Community College of Vocational and Applied Sciences applies total quality well, followed by private colleges, then affiliated with the UNRWA, and government colleges come in at a weak level in all fields of study. The most applied field of study is communication and community service, with an average of (4.22) in favor of public colleges, and the weakest field is scientific research, with an average of (2.14) in favor of the College of Science and Technology in Khan Yunis.

- d) Alwan's study (2005): The study aimed to evaluate the opportunities for applying the Total Quality Management approach, with the aim of measuring the degree of availability of the dimensions and basic elements of the Total Quality Management approach in the faculties of Al-Tahadi University in Libya. The researcher relied on the descriptive analytical approach, and used a questionnaire consisting of (35) items distributed over 5 areas of comprehensive quality management concepts. The sample included (38) academic administrators and (80) teaching members. The sample was chosen randomly for the academic year 2004/2005. The most important results indicated the inadequacy of the possibility of applying the principles of total quality management in the colleges of Al-Tahadi University from the point of view of the study sample, since the colleges' culture and organizational structure do not help in this regard.

The Importance Previous Studies

The researcher benefited from previous studies in choosing the research topic, objective, sample, and research tools, as well as the statistical method appropriate to the nature of this research.

Research Methodology

The researcher used the descriptive survey method as the main approach of this research.

Research Population

The population of this research included employees in the Ministry of Sports in the western region of Libya, who were (50) individuals.

Research Sample

The research sample included (10) individuals working in the Ministry of Sports in the western region of Libya, with a percentage of (20%) of the research population.

Research Tools

The researchers designed a questionnaire to collect data on the extent to which the Ministry of Sport of the State of Libya has contributed to the implementation of total quality management. The questionnaire was designed with reference to previous studies related to this research, through which the following sections were reached: the first section (administrative aspects), the second section (Material capabilities), the third section (human capabilities), and the fourth section (the concept of comprehensive quality management). These sections were presented to the experts in the period from 04/10/2023 to 15/10/2023 to express their comments on the adequacy of each section, as well as the relative importance of each section, appendix⁽¹⁾.

Steps of Developing the Questionnaire

- 1- After selecting the sections of the questionnaire, the questionnaire items were placed below each section, giving a total of 75 items. They were distributed as follows: 24 items for the first section, 11 for the second section, 23 for the third section, and 17 for the fourth section.
- 2- The questionnaire, appendix⁽²⁾, was presented to the experts for their opinion as follows: The adequacy of the sections and items included thereunder, the significance of the items according to the triple scale of assessment: (OK and estimated at "3" three points for "Agree", "2" two points for "Fairly agree", "1" one point for "Disagree"), as well as the integrity and clarity of the language formulation of each item. The experts approved the validity of this questionnaire without amendment.

Questionnaire Parameters

- 1) Validity of the questionnaire: The researcher calculated the validity of the questionnaire based on the opinions of the arbitrators on the validity of the questionnaire in achieving the objective for which it

Table 1: The relative significance and weighted mean of the research sample's responses on the sections of the questionnaire

No.	Sections	Relative significance	Weighted mean	Level	Rank
1	Administrative aspects	78.88	2.3	High	2
2	Material potential	76.36	2.2	Intermediate	3
3	Human capabilities	79.12	2.3	High	1
4	The concept of total quality management	76.27	2.2	Intermediate	4
5	Whole questionnaire	77.65	2.2	Intermediate	-

was designed. It was applied to the arbitrators from 16/10/2023 to 26/10/2023. The arbitrators agreed on the questionnaire sections and by 100% and on items ranging from 82% to 100%, indicating the validity of the questionnaire.

- 2) **Questionnaire reliability:** The questionnaire was applied and re-applied from 27/10/2023 to 15/11/2023 on a sample of 10 individuals from the research population and from outside the sample. Calculating the correlation factor between the two applications, it is evident that the correlation coefficient ranges from (0.80) to (0.94), which is a statistical significance at a level of (00.05), indicating the consistency of the questionnaire.

The Main Study

The questionnaire was administered to the sample research during the period from 16/11/2023 to 30/11/2023.

Statistical Processing of Data

The following statistical processes were used: (arithmetic mean, standard deviation, Pearson correlation coefficient, percentage, relative importance, weighted mean).

Presentation of Findings

It is clear from the results of Table (1) that the degree of relative importance according to the responses of the research sample in the questionnaire under the first section were at a high level with a percentage of 78.88% and the weighted mean was 2.3. The second section was at a medium level with a percentage of 76.36% and the weighted mean was 2.2. The third section was at a high level with a percentage of 79.27% and the weighted mean was 2.3. The fourth section was at a medium level with a percentage of 76.27% and the weighted mean was 2.2. The whole sections of the questionnaire were at a medium level with a percentage of 77.65% and the weighted mean was 2.2.

MOST IMPORTANT CONCLUSIONS

In light of the research findings, the researchers concluded that the contribution of the Ministry of Sports in Libya to the application of total quality management was at a high level of 77.65%, as follows:

1. The administrative aspects were at a high level with 78.88%, and ranked third, as follows:
 - a. Suitability of organizational and administrative structure for applying total quality management.
 - b. Giving powers to increase freedom of action to accomplish the administrative work necessary to implement total quality management.
 - c. The leadership has visions of self-development to implement total quality management.
2. The financial capabilities were at an average level of 76.36%, and ranked third, as follows:
 - a) The necessary financial allocations are available for training in total quality management.
 - b) The availability of financial support necessary to implement total quality management.
 - c) The equipment and tools used in total quality management are maintained on a regular basis.
3. Human capabilities were at a high level of 79.12%, and ranked first, as follows:
 - a- Specialists are used to implement total quality management.
 - b- Employees have confidence in the ability to implement total quality management.
 - c- Employees welcome increased tasks after implementing total quality management.
4. The concept of total quality management was at an average level of 76.27%, and ranked fourth, as follows:
 - a. There are programs for continuing training and education.
 - b. There is flexibility in the total quality management system.
 - c. There is a motivation to implement total quality management.

Recommendations

- i. Developing the capabilities of those responsible for implementing total quality management;
- ii. Developing the administrative aspects necessary to implement total quality management;
- iii. Opening new horizons to increase institutional support for the application of total quality management;
- iv. Holding training courses to enhance the concept of total quality management;
- v. Conducting further research.

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