



# Role of Tourism Planning in the Development of Sports Tourism

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Tourism planning emergence, its development and its significance are related to the prominence of tourism as a cultural and behavioral phenomenon that has economic and social dimensions. Accordingly, contemporary tourism has become a human activity of great importance; since the intensive tourism activities have resulted in economic, social, cultural, environmental and urban effects and have had a clear impact on the lives of communities and peoples in our time. This in turn requires more attention to be devoted to the need to organize, control and evaluate such activities to reach the desired goals quickly and sustainably. All of which has resulted in the adoption of the method of tourism planning specialized Science.

**Key words:** *Tourism, Sport Tourism, Tourism Planning*, local, regional

## Introduction

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### ***Research Significance***

The research significance resulted from the increasing global and Arab interest in tourism development and tourism planning at all levels and forms, and the importance of a good planning policy that preserves the cultural, social and economic structure and natural and environmental resources to remain valid for future generations.

### ***Search Problem:***

Tourism planning contributes to the development of comprehensive and sustainable tourism through the optimal utilization of the elements and factors of tourism attraction according to a scientific method to organize and manage tourism activity in all its elements and patterns. Tourism planning helps to unify efforts and coordinate its work, and through proper and appropriate planning can achieve lasting tourism revenues.

Therefore, the researchers believed that studying the role of tourism planning in the development of a type of tourism, namely sports tourism has a primary role in the development of economic activities and offset by the neglect of planning by those who develop and sustain tourism activities associated with sports activities. From such point, the problem of research is aroused.

### ***Research Objectives:***

- To identify tourism planning, objectives and content.
- To identify the role of tourism planning in the development of sports tourism.
- To identify the importance and role of planning for tourism operators.

### ***Research hypothesis:***

- There is a statistically significant relationship between planning and the development of sports tourism.

### ***Study sample and questionnaire form:***

A random sample of the directors and officials of the departments in the tourism departments and the owners of travel and tourism companies in the holy cities of Karbala and Babil was composed of (60) persons. The questionnaire was distributed to them to know their views on the subject of the study. Six (6) forms were neglected for invalidity, and thus the sample of the study consisted of (54) people.



### ***Research Methodology:***

The survey method was used as an open questionnaire, which is one of the means of collecting information about the study problem.

### **First Chapter**

#### **Theoretical and Conceptual Framework of Tourism Planning**

##### ***First: Concept of Tourism Planning:***

The concept of tourism planning has not been so clear until the Second World War, where international travel movement developed rapidly and intensively. The numbers of tourists have increased in addition to the diversity of forms of tourism and recreation, and the multiplicity of tourist areas and different functions and characteristics, all of which led to increased interest in tourism and tourism activities. There is an increased need to control and direct such activities in order to reduce their negative effects on society and the environment, and to achieve maximum economic benefit, especially as tourism is seen as an industry and a major source of income in many countries of the world (Jennifer, et al.,2019)

Tourism planning is a type of the development planning: "It is a set of intentional, organized and legitimate interim measures aimed at achieving the optimal exploitation and use of the elements of tourism available and latent. As well as, to achieve the maximum possible benefit beside the follow-up, guidance and control of such exploitation to reach the desired circle and prevent the occurrence of any adverse consequences or effects (Jarkko and Alison, 2018).

Tourism planning can also be defined as "Giving a future estimate for the tourism activity in a particular country in a specific period of time. This requires defining the tourism resources in the country in order to define the objectives of the tourism plan and achieve rapid and regular tourism development through the preparation and implementation of a coherent program characterized by the inclusion of branches of tourism activities and tourist areas of the State" (Dianne and Tazim, 2015).

Tourism planning aims at achieving a comprehensive and sustainable tourism development in its economic, social and environmental dimensions through the optimal exploitation of tourism resources and the elements and factors of tourist attraction, in order to prepare and provide tourist sites in accordance with international standards.

Tourism planning should not be seen as a field that limits to the official authorities but should be seen as a joint work program between government agencies, the private sector and individuals. Therefore, tourism planning should be a joint process between all the regulators of the tourism sector and government agencies supervising the sector, and the providers of tourism services (institutions and businessmen), consumers of such services (tourists), and



the host community of tourism from the stage of formulating the objectives to be achieved and ending with the implementation of the government plan program.

### ***Second: Importance of Tourism Planning:***

Tourism planning plays a very important role in the development of tourism activity, because it is a scientific method for organizing and managing tourism activity in all its elements and patterns. It provides a common framework for decision-making in the management of tourism resources and provides responsible authorities with the methods and trends that must be taken, which facilitates its work and saves a lot of the lost efforts. Tourism planning helps to unify the efforts of all units responsible for the development of the tourism sector and coordinate its work, and reduces the duplication of decisions and various activities, which helps to achieve the general and specific objectives of this activity. Therefore, tourism planning is affected by political, social and natural fluctuations more than affected by factors of production and different economic forces (Hugues, et al., 2018; Archer, 1995).

The significance of tourism planning can be regarded through a set of advantages that require the adoption of the method of tourism planning at all levels mention as follows:

1. Tourism development planning helps to regenerate and maintain tourism resources and make use of them in a way suitable for the present and future time.
2. Tourism planning helps to integrate and link the tourism sector with other sectors and to achieve the objectives of public policies for economic and social development at all levels.
3. It provides a proper basis for the decision-making method of the development of tourism in the public and private sectors by studying the current and future realities, taking into account the political and economic matters decided by the State to develop and revitalize tourism.
4. It provides information, data, statistics, maps, charts, reports and questionnaires and places them under the hands of applicants.
5. It helps to increase the economic, social and environmental benefits by developing the tourism sector, distributing the outcomes of its development to the members of the society, and reducing the negative aspects of tourism.
6. It helps to develop detailed plans to raise the level of tourism to some areas distinct and backward tourist.
7. It helps to lay the appropriate foundations for the implementation of plans, policies and continuous development programs through the establishment of organs and institutions to manage the activity.
8. It contributes to the continuity of the evaluation of tourism development and continue progress in the development of this activity and to emphasize the pros and overcome the negatives in subsequent years.

Experience conducted in many countries of the world has proved that permanent tourism revenues can be achieved through the adoption of proper and appropriate planning, and such revenues can be doubled in the case of continued conscious and mature planning, which seeks to achieve a set of objectives, the most important of which are:

1. To determine short and long-term tourism development objectives, as well as formulate tourism policies and establish procedures for their implementation
2. To adjust and coordinate automatic and random tourism development.
3. To encourage the public and private sectors to invest in the field of facilities wherever necessary.
4. To maximize the economic and social benefits of tourism activities and minimize the cost of investment and management.
5. To prevent the deterioration of tourism materials and protect rare ones.
6. To appropriate decision-making and application of appropriate uses in tourism sites.
7. To organize and provide public services as required in the tourist areas.
8. To preserve the environment through the development and implementation of appropriate scientific procedures.
9. To providing catering from home and abroad for tourism development.
10. To coordinate tourism activities with other economic activities in an integrated manner.

### ***Third: Characteristics of Tourism Planning***

Proper Tourism Planning is characterized by focusing on the tourist product (Tourist) as well as the promotion and marketing processes in a manner that achieves a balance between economic, social and environmental objectives within the framework of comprehensive and sustainable tourism development, and good tourism planning must also have several other specifications; the most important of which is :

1. Flexible, Continuous, and Incremental planning; accepts any adjustment if required based on continuous follow-up and feedback.
2. Comprehensive planning for all aspects of tourism development, economic, social, cultural, environmental, population... etc.
3. Integrative planning, in which tourism is treated as an integrated system, where each part is complementary to the other parts, and each element affects and is affected by the remaining elements.
4. Community planning, in the sense that it allows the participation of all relevant parties in the planning process at different stages.
5. Environmental planning that prevents the deterioration of the elements of natural and historical tourist attractions and works to provide the necessary measures for their maintenance on an ongoing basis and ensures their preservation as long as possible.

6. Realistic and implementable planning, i.e., its objectives do not exceed the limits of possibilities and ambition and does not depart from the circle of available and potential natural, financial and human resources.
  7. Structured phased planning, consisting of a series of steps and sequential activities.
  8. Planning deals with tourism as a system with specific inputs, processes and outputs, and can influence these configurations and guidance.
- (Eagles and Heather, 2010; Zhou, 2019)

#### ***Fourth: Spatial Levels of Tourism Planning:***

Tourism planning can be practiced at three main levels (Othman, n.d): (local, regional and national). However, the priorities of tourism planning, tourism programs and projects and the procedures of implementing these plans vary between spatial level and another between these levels, as it needs to be complementary between the objectives and tourism planning policies and strategies at different spatial levels (Rannveig and Hörður, 2019).

Tourism planning at the local spatial level is more specialized and detailed than at other spatial levels. Many development plans at this level are preceded by preliminary economic feasibility studies, as well as studies to assess the environmental, social, and cultural returns, and to evaluate development programs and administrative and financial structures suitable for implementation.

At the national spatial level, tourism planning is concerned with national objectives and the study of tourism components, as well as focusing on the regional and local levels. The function of tourism planning authorities at this level is to formulate land use policies for tourism purposes within the framework of balancing competing demands on the ground for economic and social uses and activities. In addition to coordination functions between sectoral bodies and institutions involved in planning processes.

With regard to tourism planning at the regional spatial level, its functions are to plan for the development of tourism projects and provide infrastructure services as well as the development of administrative methods to improve and develop services provided to tourists in tourist areas (Niu and Jia, 2018).

## **Second Chapter**

### **Theoretical and Conceptual Framework for Tourism Development and Sports Tourism**

#### ***First: Concept of Tourism Development:***

Observers of the history of tourism development at the global and regional levels can find that there has been a continuous and clear development as one of the most prominent operations that must be taken care of in tourist attractions. This development in concept and content was a realistic response to the nature of the problems faced by societies, and a real reflection of the international experiences accumulated through since tourism is a permanent attraction, tourism must be developed continuously (Higham, 2018).

#### ***There are quite a few definitions that illustrate the concept of tourism development:***

It has been defined as a "dynamic activity that affects the individual's behavior and behaviors that have an impact on society as a result of the individual's contact with other cultures and has a very important economic impact" (Mona, 2018)

It is defined as "activities and events that aim to satisfy human needs directly or indirectly through optimal tourism investment and to ensure that access to rising rates of growth"( Cheryl and Lorne, 2017).

It has also been defined as "the sum of scientific, media, economic and cultural activities that move tourism growth indicators forward while paying off through tourism receipts" (Hassan, 1997).

It was defined as "the process leading to the use and investment of tourism resources to improve life"( Fernando, et al., 2016).

Meanwhile it was defined as "one of the important means in the development of regions and places that contribute in the tourist attraction, economically, socially and in the urban level. Especially, the regions that do not have effective components compared to the possibilities of tourism in the event of planning to develop and invest rationally for the purpose of raising the living standard of the members of that community" (Bock, 2016).

It is also defined as "a process that seeks to drive the factors of production in the tourism sector to grow at a faster rate than their natural growth rate by utilizing and maximizing the potential of building human and natural tourism, and then using it in the best way to develop the tourism services provided" (Brian and Moya, 1998).

It has also been defined as “the process of intentional change aimed at increasing tourism awareness and attracting as many tourists as possible, through the optimal investment of tourism resources” (Cheryl and Lorne, 2017).

The term tourism development represents various programs aimed at achieving a balanced and continuous increase in tourism resources and deepening and rationalizing productivity in the tourism sector is a complex process involving many elements overlapping and connecting with each other and based on a scientific and applied attempt to reach the optimal exploitation of the elements of tourism production. In the natural and civilizational framework, public and tourism infrastructure through scientific and technological progress, links all this with the elements of the environment and the uses of renewable energy. As well as, the development of human resources to play its natural role in the development programs and to achieve expansion and flexibility in the synergy of the various productive and service sectors (Danni et al., 2019).

### ***Second: Objectives of Tourism Development:***

Tourism is a pillar of overall development, because it includes many activities that interact with other economic factors, and the objectives of tourism development vary according to place and time, as countries differ among themselves in relation to tourism development goals. Moreover, such objectives vary from time to time even for countries themselves. Determination of the required type of tourists, for example, in terms of physical capacity, social level and therefore spending behavior, is addressed by different countries in different ways. Given that countries are different in terms of the components of tourism offer, development potential, and geographical location for the export markets of tourists, and the internal conditions of economic, social, urban, and other variables (Jamshed N., et al., 2019).

Objectives of tourism development are two types: General objectives and Special objectives:

#### **1. General objectives:**

General objectives of all what the tourism development in the State can achieve in general, including:

- To achieve balanced tourism growth, so as not to lead to disruption in the national economy.
- To maintain the development of the state's share of tourism markets in the face of international competition.
- To increase the gross income significantly.
- To create economic prosperity through tourism spending and the ensuing employment opportunities.

- To get as much foreign currency as possible to drive the overall development of the provision of hard currency.

The general objectives have characteristics that must be summarized as follows:

- To be comprehensive goals: in the sense that they constitute all the results to be achieved.
- To be realistic: in the sense that even they are ambitious, but they can be realized through the optimal use of available technical, material and human resources.
- To be flexible goals: to widen as much as possible to contain any emergency problem that has not been reckoned with in the development plan.

## **2. Special Objectives:**

Such goals are clear and obvious results that need to be reached and achieved in a way that will lead to clear pathways to work that can facilitate setting a timetable for the implementation of the work required to achieve these goals. These specific objectives are in fact the elaboration and setting of the general objectives by setting percentages to be achieved annually, or every half a year, or less. Examples may include:

- Increasing the volume of international tourism during the five-year plan by an annual average of not less than (15%).
- Increasing the daily spending rate of foreign tourists by (10%).
- Increasing the rate of residence for each nationality by not less than (7.5%) annually.
- Increasing the total tourism income by at least (20%) annually.

### ***Third: Elements of Tourism Development:***

Tourism development elements consist of several elements, the most important of which are (Mohamed, 2009):

1. Elements of tourist attractions: they include natural elements such as forms of the Earth's surface, climate, life, forests, and manmade elements: such as parks, and historical archaeological sites.
2. Transportation of various types: land, sea, and air.
3. Commercial sleeping places such as hotels and (motels) and private sleeping places such as: guesthouses and rental apartments.
4. Supporting facilities of all kinds: such as tourism advertising, tourism management, handicrafts, and banks.
5. Infrastructure services such as water, electricity and communications.

Tourism development is usually carried out by the public or private sectors or both. The role of government agencies in tourism development is usually determined in the following matters (Benita, 1998):

1. Providing facilities of all kinds (security, health ...).
2. Advertising and marketing campaigns to attract external financing.

3. Provide incentives to encourage the private sector to invest.
4. Determination of the national objectives of tourism development, and integrate them into comprehensive plans.
5. Distribution of development opportunities among regions through regional planning.
6. Availability of infrastructure and transport services and facilities, and developing them to suit modern requirements.
7. Development of policies that will encourage domestic and international tourism and attract foreign investment.

***Fourth: Concept of Sports Tourism (Khalifa, 2007):***

Sports tourism is today the largest social phenomenon in the world, and there are expectations that tourism will become the largest industry in the world at the beginning of this century.

Sports tourism in its international form is the birth of the twentieth and twenty-first centuries, although sport as national and regional celebrations go back many centuries as stated by Woody (1949):

"Sport was at the beginning as a service for religious beliefs and a means of preparing for life, yet it constituted an essential component of human existence. The first man needed to survive and win because of unexpected and unexpected difficulties, and therefore performed forms of games, matches and sports".

The sport has grown from a magical and tossing of primitive beliefs, and over time, the original satisfaction of the games has been forgotten, and people have started to participate in sports for fun, excitement, entertainment and strength.

There is a convergence between sport and tourism, which is on a tremendous growth, and the mutual benefits are obvious. In the past ten years, there have been philosophical developments that add to the reality of this intermarriage among them:

Tourism has become evident and has entered the field of marketing, for example the games in the Olympics and World Championships. There is a huge wave towards sport through tourism, and this is evident in developed countries where members of all age levels are looking for physical activities, which leads them to participate in sports activity, and there is a dual exchange between sports tourism in the development of individual friendships, national and international.

The different forms of tourism can be defined below.



- Adventure tourism (realistic experiences)
- Cultural Tourism (Lifestyle Recognition)
- Maritime tourism (water related activities)
- Tourism of celebrations (celebrations, holidays and various events)
- Pleasure tourism away from workplaces)
- Ecotourism (experiences from nearby landscapes)
- Educational tourism (visit learning sites)
- Land tourism (nature-related)
- Sports tourism (focusing on physical activity)

#### ***Fifth: Sports Tourism and Motivation :***

Motivation for a vacation cannot be interpreted directly as a need for a break. This simple explanation reduces consideration of cultural, social and psychological reasons and why an individual feels the need for a break. This simple explanation is also stated in many discoveries where the motivation is based on the need to escape from the current environment or the desire to escape to another environment (or a combination of both). Moreover, it is not clear to tourists themselves whether they are aware of why they travel. In some of them, the motivation for tourism results from deep psychological needs, often unaware by the tourists themselves, while others are equally fresh for both the motivation and the purpose of the trip or choice of vacation. In addition, there is ambiguity as to whether the driving entrances to tourism should focus on the motives expressed by the travellers or the main motive that drives them. Perhaps the tourist may express the reason for travel as a desire to pamper or satisfy a desire, but perhaps the need for this Satisfaction stems from my cases (Vasilios, et al., 2018).

A self-esteem level that occurred due to negative childhood experiences is similar to the iceberg; to illustrate layers of different motives, where the tip of the glacier (i.e. visible part) represents motives expressed, while the vast majority of the glacier is invisible below the line. This is similar to the phenomenon of those looking for social and personal normalization factors. Surprisingly, these hidden motives are difficult to challenge for all the contradictory reasons for travel, which are qualitatively related to the lives of individuals themselves. In any way, the motivations of tourism in previous studies tend to characterize the reasons for travel as an escape from a disease or escape to certain, and this led to a variety of similar proposals and culturally, socially and psychologically opposing what drives individuals and groups to travel, there are eight basic reasons for travel:

Recreation, balance and social integration, escape, communication, freedom, self-renewal, self-assertion, happiness, and enlargement of the mind. There are four broad categories: motives of economic and social status, prestige and respect; there may undoubtedly be more qualitative reasons within a person,



Most individuals' holidays represent harmony between their multiple motives, whether they become the one that are dominant or the motives can be at least a sense of satisfaction. Therefore, research on tourism motivation illustrates hundreds of emotional and subconscious reasons for travel, confirming the complexity of this study. There are suggestions that motives do not work independently; but are a combination of primary and secondary motives for tourism.

Sport suffers from a number of approaches to motivation; some of which may be (restoration, flight, self-renewal) and are also used in theories of tourism, but there are very specific motives for sports such as the need for competition, the desire to win, and opportunities for development the current skill levels. These motives are linked to achievement behavior, anxiety testing, predictability of appreciation, cognitive methods, and social knowledge, and are further complicated by the fact that interpretations of motivation in sports focus not only on the participants' positive actions but also aim to explain the motives of the sports viewer (Darren, 2012). Wann (1995) has defined eight motivations for spectators on the sport, which is commonly associated with the following: collective affiliation, family, and aesthetic reasons, and estimates of self, social motives, escape, and have fun, and to reduce the pressure. In contrast, visits to sports-related attractions may be based on motives such as pilgrimage, homesickness or learning.

It may seem preferable to avoid these differences in the interpretation of motivations to participate positively (for example player) or negative (spectators) to focus on the basic motivations we have mentioned and shown by previous studies: that participation in sports is either competitive or recreational, and that such viewing has been achieved negatively or positively. Indeed, this is a simplification for many reasons for which people participate in sports, but in any case, a starting point is to explain the primary and secondary motives of travel associated with sports.

#### ***Sixth: Supporting Motives in Sport Tourism :***

The attempt to accurately identify travellers for sporting tourism is hampered by many difficulties, as explained by the multiple motives for participation in sport and tourism. These motives also change over time and cover wide and varied areas.

In the field of sports tourism, it is easy to describe the multiple nature of travellers for this purpose. It is unrealistic to identify the links of the most innumerable motives found in both sports and tourism. It may be better to take a broader view of both sport and tourism by suggesting that there is a motivational dualism "both of which are mutually supportive and mutually beneficial." De knop (1999) has focused on their relationship by noting that the



nature of sports tourism is about the experience of the place, and this interpretation of the relationship between sports tourism tends more in terms of geographic theory than the physiological theory that deals with the way of cooperation between sports tourism.

The idea originally proposed by both is that sports tourists can be classified on primary and secondary reasons for travel, and more and by referring to studies that see motivation as internal and external, and that secondary motives have a strong impact on primary motives. Therefore, secondary motives should be regarded as secondary or less important than primary, but secondary motives are a source of enrichment of primary motives. Climate, landscapes, social elements, playground quality, or a number of other factors add to the overall experience of playing golf, which is entirely different from the experience of homecoming. (Roberts, 2018) explained, "Finding something you love to do, of course, creates both meaning and pleasure." What better to engage in a favored activity for you in your favored place or where you want to go?

Nevertheless, he points to negative sporting and tourist motivations for sports-related experiences and vice versa. Such questions, of course, focus on experience rather than motivation, nevertheless create important considerations for both the manager and the researcher in kicking tourism and sports.

### ***Seventh: Sport as a Developing Sector in the Tourism Industry :***

The development and growth of leisure, vacation, craft and professions in the past 40 years can be divided into four stages:

1. The period before the Second World War until the end of the fifties, and this period was limited to pleasure and vacation for recreation and relaxation after hard work, people were sitting at home, and go to the seashore, or rural areas or mountains not for tourism or walking or roaming but mainly for rest.
2. The 1660s: This period is characterized by consumption. Shifting or mobility has become greater because of the improvement in home transportation, and tourism has been characterized by leaving the house and comfort and good eating.
3. The end of the 1660s until the eighties: Other trends emerged that the concepts of growth, activity, social participation and pleasure. Friendship and self-esteem have become pivotal in society. Vacation sports have become popular and popular. The main sport was walking and swimming, but there are also new sports such as sea riding and tennis.
4. The 1990s: The 1990s are characterized by recreational activities, mutual benefits between economy and pleasure, and between sport and tourism are becoming apparent.



In the measure of motivation, both participation and importance become high where sports play an important pivotal role in shaping a person's identity. In any case, while the Tourism Authority of England assumes that tourists sport is convinced and motivated are elite or top athletes, these participants sometimes participate in Non-competitive activities Here it is difficult to apply the concept of sports summit because it has a high level of commitment in sports tourism more than sport itself (C., and Darren, 2012).

The assumption that motivation participants are top athletes makes them ask whether this motivation applies to viewers. This is difficult and therefore we prefer to focus in sports tourism on participation and importance, and if we want to distribute football watching on the scale of motivation, we find at the end of the scale for those who love football we will find very large numbers, but those who want to watch a live football very few.

Similarly, there are football viewers, but football is not an important part of their lives, meaning that football scenes are of negative importance for some and positive for others. At the end of the motivation measure, participants as football spectators are important, especially for those who consider football an important part of their lives (Roberts, 2018).

### ***Sports Development :***

Because the impact of tourism on sport is really happening at the individual level, we chose to focus in this chapter on the impact of tourism on the development of individual sports rather than the impact of tourism on the development of sport as a whole. The historical development of sport, it is clear over time that trends in the development of individual sport affect the overall historical development of sport.

The Canadian model of sport development focuses on: recreational sport, organized competition sport and high athletic performance because it is three stages of sport development. Therefore, this model fits our definition of sport and avoids the problems involved in late-based models.

### **Development of sports activity on the basis of available tourist sources<sup>1</sup>:**

The availability of land, seas and space in the air can be a source of sport development. Since natural resources were associated with mountains in the 19<sup>th</sup> century. In recent years, with the challenges of air, land and water, enthusiasm has redefined the boundaries of sports experiences and even the invention of new sports or the development of old sports.

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<sup>1</sup>Pre-mentioned source, P.133.



When the famous legendary discoverer, Serramund Hillary, has been asked why he had climbed Avrest Mountains, he answered that "because they are there". In other words, the existence of such distinct landforms on our planet represents both a personal challenge and an opportunity to move towards it.

Such qualitative natural resources exist and are challenges to people (often because tourists away from their natural environment want to overcome these difficulties). They are the same geographical sources that make such destinations attractive to tourists and they lead the development of sport in our modern world.

Skiing, especially to downhill, did not appear simply because it is a sport and is a challenge for those who do so. Skiing on slopes of 60 degrees or greater ensures falling from high peaks and flying in the air. The European Alps, the American Rockies, the South American Andes and the New Zealand Southern Alps attract adventurers and skiing from all the world to this form of sports development.

There is controversy as to whether the desire to overcome and defeat those natural challenges or to develop the necessary tools, or that technological development and the development of devices is the source of this development.

There is no doubt that there is a reciprocal role between the natural aspects and technological advances and until the early eighties, the racing bikes with suits were confined to the lands suitable for cyclists. When they invented a bicycle factory in California and reached the new innovation of mountain bikes, and opened the gall to go to rugged landscapes, these cyclists became able to overcome the roughness of the surface, which was the only way to deal with them in the foot only for tourists who can. Now, after the invention of mountain bikes, they have been added to the Olympic agenda.

The presence of warm upwinds has been the basis for many air sports. New records have been set in both race and altitude in New Mexico, California becoming desirable areas to provide conditions that challenge sports enthusiasts (slipping from high attachment).

Sports players can now travel hundreds or even thousands of miles across the globe in search of the best warming air currents so they can climb higher and set record highs.

Slipping, which is a sport without pilots from a machine, also depends on the ability of the pilot to find and use such hot air ascending currents.

Modern air sport also includes skateboarding, such as Sky Surfing. Sky Surfing uses a skateboard-like board and has shown its users complex skills such as rolling, twisting,

spinning and somersaults. Although technology tools are inevitable, without the natural phenomenon of hot air currents, these sports would not have emerged. Land, sea and air sports continue to evolve as a result of these natural resources in the world. Tourism depends on these same sources. Therefore, the key to maintaining the relationship between sport and tourism must continue through the preservation of the environment on which both sports and tourism depend for development.

The idea of climbing industrial walls, which becomes available in places in cities is easy to reach; you do not have to travel far and you do not have to face poor climactic conditions. This leads to the rapid growth and spread of the sport.

### Third Chapter

Framework: Presentation, analysis and discussion of results

**Table 1:** Planning is an urgent necessity for any economic activity

Agree	%	Neutral	%	Do not agree	%
50	92.59	3	5.55	1	1.58

Table (1) shows the same answers to the research (planning is an urgent necessity for any economic activity). The highest percentage that agreed was 92.59%, and then answered a neutral ratio 5.55%, and the ratio that answered do not agree was 1.58%, indicating that tourism planning plays an important role in the development of economic activities (Ghoneim, 2008).

**Table 2:** The future of tourism linked to tourism planning

Agree	%	Neutral	%	Do not agree	%
37	87.4	6	11.11	1	1.85

The highest rate of answers was (agree) at the rate of 87.4% and then a neutral answer 11.11% and the rate of disagreement was 1.85% indicating that (tourism development planning helps renewing and maintaining tourism resources and utilizing them in a way that suits the present and future (Al-Dulaimi, 2005).

**Table 3:** Flexible planning and choice of alternatives

Agree	%	Neutral	%	Do not agree	%
42	77.77	9	16.66	3	5.55

The highest rate of answers was (agree) at the rate of 77.77% and then a neutral answer rate 16.66% and the rate of disagreement was 5.55% of those who indicate that (planning is flexible, continuous, progressive, accepts any adjustment if required based on continuous follow-up and feedback (Nabil, 1987).

**Table 4:** Planning depends on accurate information and data

Agree	%	Neutral	%	Do not agree	%
47	87.8	3	5.55	4	7.4

Table (4) shows the same answers as searching for a phrase (planning depends on accurate information and data). The highest percentage of respondents agree with 87.4% and the closeness of the neutral answers was 5.55% and the answers do not agree with 7.4% indicating that the planning deals with tourism as a system with specific inputs, processes and outputs, and these configurations can be influenced and directed (Nabil, 1987).

**Table 5:** Tourism development is linked to the existence of actual social education

Agree	%	Neutral	%	Do not agree	%
38	70.37	10	18.52	6	11.11

The highest percentage was (agree) by 70.37% and the approximation of the neutral answers, which was 18.52%. The answers of (do not agree) by 11.11%, refers to tourism (a dynamic and dynamic activity that affects the individual's behavior and behaviors that have an impact on society as a result of the individual's contact with other cultures and has a great economic impact) (Hanna, 1980).

**Table 6:** Sport is the largest social phenomenon in the world

Agree	%	Neutral	%	Do not agree	%
50	92.6	3	5.55	1	1.85

The highest percentage of the response (agree) by (92.6%). Then a neutral answer rate (5.55) and the percentage of the answers that does not agree was (1.85%), which indicates that tourism Sport is the largest social phenomenon in the world and tourism is expected to become the largest industry in the world at the beginning of this century (Behbehani, 2007).

**Table 7:** Most sports demands are for viewing more than participating

Agree	%	Neutral	%	Do not agree	%
36	66.66	10	18.51	9	16.66

The highest percentage was (agree) by 66.66%. This explains "the motives of motivation in sports focus not only on the positive actions of the participants, but also to explain the motives of the sports viewer and escape, have fun, and minimize the pressure (Behbehani, 2007).

**Table 8:** shows the answer to a phrase (Natural features and sports facilities are of the most obvious categories in tourist attractions)

Agree	%	Neutral	%	Do not agree	%
38	70.37	12	22.22	4	7.4

The highest rate of (agree) at the rate of (70.37%) and then a neutral answer (22.22) and the percentage answer does not agree it was ( 7.4% (which shows that tourism sources). Man-made are vital aspects of tourism, there are many countries and cities that seek to attract tourists by providing comfort and easy access to tourist places such as industrial slopes for skiing, swimming pools, and artificial climbing that lead to the development of a new form Sports forms (Behbehani, 2007).

**Table 9:** Sports events are the main component of sports tourism

Agree	%	Neutral	%	Do not agree	%
42	77.77	6	11.11	6	11.11

The highest percentage agreed by 77.77% notes equal to neutral answers and the answers do not agree and that was by it was (11.11%). This confirms that sports tourism has become clear and entered the field of marketing, for example, games in the Olympics and World Championships (Behbehani, 2007).

**Table 10:** Sport tourism is for competitive sport

Agree	%	Neutral	%	Do not agree	%
13	24.70	40	74.70	1	1.85



The highest percentage was neutral with 74.70% and then an agreement agreed which was 24.70% and answers that do not agree by 1.85% indicating that the demand for sports tourism is not for the purpose of competition. But in order to recreate and make friends and reduce the pressures of daily life is evident in the "developed countries where members of all levels of age are looking for physical activities, which leads them to participate in sports activity, and there is a dual exchange between sports tourism in the development of individual friendships, national and international" (Behbehani, 2007)

## **Conclusions and Recommendations**

### ***First: Conclusions***

***From the results, the researchers concluded that planning:***

1. An urgent necessity for any economic activity.
2. The future of tourism is linked to tourism planning.
3. Planning is flexible and the choice of alternatives.
4. Planning depends on accurate information and data.
5. Tourism development is linked to the existence of actual social education.
6. Sport is the largest social phenomenon in the world.
7. Most sports demands are for viewing more than participation.
8. Natural features and sports facilities are of the most obvious categories in tourist attractions.
9. Sports events are the main component of sports tourism.
10. Sports tourism is not seen as being associated with competitive sports.

### ***Second: Recommendations:***

***From the conclusions, the researchers recommend:***

1. Rely on planning for sustainable tourism.
2. Relying on scientific research in order to obtain accurate data for proper planning.
3. Provide sports fields and equipment in tourist attractions.
4. Education that sports tourism is not only competitive sport.
5. Make sporting activities a society's behavior and then work in conjunction with tourism.



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## Annex (1) Questionnaire

### Greetings,

A number of researchers study the research entitled "The role of planning in the development of sports tourism". Please kindly answer the questions of this questionnaire to serve the scientific movement and tourism, and that all the answers will be in the service of research and its objectives and an attempt to reach the best possible solutions.

Sincere Appreciation,

Sr.	Question	Agree	Neutral	Do not agree
1	Planning is an urgent necessity for any economic activity.			
2	The future of tourism is linked to tourism planning.			
3	Planning is flexible and the choice of alternatives.			
4	Planning depends on accurate information and data.			
5	Tourism development is linked to the existence of actual social education.			
6	Sport is the largest social phenomenon in the world.			
7	Most sports demands are for viewing more than participation.			
8	Natural features and sports facilities are among the most visible categories of tourist attractions.			
9	Sports events are the main component of sports tourism.			
10	Sports tourism is a competitive sport.			