



وزارة التعليم العالي والبحث العلمي
الجامعة المستنصرية
كلية الإدارة والاقتصاد
قسم السياحة وإدارة فنادق

**تخطيط وتنمية الخدمات والفعاليات الترفيهية ضمن النمط
الخطي لساحل نهر دجلة وأثره في نمو الطلب الترفيهي
منطقة الدراسة – كورنيش أبي نواس**

رسالة مقرمة إلى

مجلس كلية الإدارة والاقتصاد/ الجامعة المستنصرية وهي جزء من متطلبات نيل درجة الماجستير
في علوم إدارة السياحة والفنادق

تقدم بها

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Abstract

The Planning of recreational and touristic services is regarded as a necessary and important needs that help to manifest both the urban and ancient characteristics of cities. The city that possess the elements of recreational and touristic attractions (natural or demographic), then the concerned authorities should prepare a plan to develop these elements so that they could compete with other cities with more recreational and touristic attractions. In addition to the benefit of the city populations themselves from such activities. It is noted that the economic, social and architectural effect of recreational and touristic planning appears clearly when an area or a city is included in recreational and touristic development stage, that is characterized by the increasing recreational and touristic demand on one hand, and the providing of public services and recreational and touristic services as well. For the need of Baghdad for the ideal recreational and touristic sites in which the civilization heritage and the architectural renaissance go together, and which would be as elements of attraction anyone visiting Baghdad and its people alike. So, as we believe in the importance of the site of Abi Nawas , both old and new, and its geographical location among the sectors of the city, as well as the variety of its natural and demographic components. This study is as an attempt at planning and developing the recreational and touristic activities revolving around the linear pattern of the river so that we could achieve growth in the demand.

The justification for merging the two terms (recreational and touristic) is to explain the overlap of these two activities. Mostly, they share the same facilities and compete on place, but that is not possible if they were confused. The distinction between recreational and touristic is not free of benefit is the sources are assessed, but when we analyze the two activities (recreational and touristic) , the distinction is theoretically and technically is not fruitful. Epperson mentions more than that, he says that it is not possible ,and not desired, to try separate the recreational and touristic activities. Many travelers do travel for both.

The choice of the site for study has come about for a number of reasons like the rarity of recreational and touristic activities within the linear patterns of Tigris river, also for the limited studies that combine both recreational and touristic at one time. In addition to the insufficiency of the recreational and touristic services inside the geographical frame of Baghdad.

The study aimed at determined what are recreational and touristic services to be provided so that to be suitable for the current and future recreational and touristic flow to Baghdad in general, and the area of study in particular.

The study included an introduction, eight chapters which were distributed as sections. The four chapters were included in the first section , the theoretical aspect and four chapters ,the practical aspects which is section Two followed by a list of references and resources and an abstract in English.

Section one: (Theoretical studies)

Chapter One: this chapter includes two inquiries; the first concentrates on the concepts and terms of the study while the second tackles previous studies related to the theme.

Chapter Two: it concentrates on the meaning of public services that required in the recreational and touristic sites, while the second inquiry tackles recreational and touristic services and their patterns.

Chapter Three: this chapter is devoted to the study of the situation in the area of study. First inquiry includes the foundation and establishment of Abi Nawas and the situation of series ,while the second tackles the reality of the recreational and touristic services and activities within the site.

Chapter four: this chapter includes two inquiries; the first displays the types of the recreational and touristic demand in addition to the most important features which characterizes the recreational and touristic demand in general.

Chapter Five: the methodology of the study.

Chapter Six: the chapter puts here the social, educational and economic of the sample of study.

Chapter seven: we displayed analysis of the planning and development of the recreational and touristic activities of the area.

Chapter Eight: includes the results of the theoretical and field study as well as the test of study hypotheses. In addition to the most important recommendations which related to the study.

Whereas the most important results that the researcher fulfilled them, the area of study has geographical significance, it is middle of Baghdad city, the results of the research showed there are lack of general & recreation & tourism services within area of sudy.

