

THE ROLE OF TOURISM PLANNING IN MANAGING CROWDS OF MILLIONS AND SPECIAL TOURISM EVENTS A STUDY OF A SAMPLE OF PARTICIPANTS IN THE TUWAIKARAJ RUN

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Abstract

Tourism planning is considered one of the most critical contemporary sciences and a term with precise alphabets, as its development and importance are linked to the development of tourism as a cultural phenomenon with many economic and social dimensions that are affected by it. Tourism has become a human activity of great importance that it has not enjoyed in any previous era. These intense tourism activities resulted in economic, social, cultural, environmental, and urban results and impacts that had an apparent effect on the development of the lives of societies and peoples in our current era, which necessitated directing attention to the necessity of organizing, controlling and evaluating these activities to reach the desired and desired goals quickly and accurately without leaving any trace. One of its details resulted in the adoption of the tourism planning method as a specialized science that deals with studying, analyzing, and interpreting all tourism activities. It works to develop and develop them according to integration with the rest of the scientific and practical sciences.

Keywords: Planning, tourism planning, management, crowds, tourist events, Tuwairaj run.

Research Problem

Tourism planning contributes to the development of comprehensive and sustainable tourism through optimal exploitation of tourism components according to a solid scientific approach that includes the management of tourism events and activities with all their elements and types after studying the tourism motives of the individual and society, especially the control of millions of crowds at religious destinations at a specific time and place. Tourism planning helps in Unifying efforts, coordinating actions, and preserving money, lives, and wealth through sound and appropriate planning.

research aims

The research objectives can be summarized as:

- Knowledge of the theoretical aspects of research (tourism planning, management of crowds of millions, special tourism events).
- Studying the organization of a unique and ideological tourist event and one of the tourist events and activities on the day of Ashura in a specific place and at a specific time, known as (Tuwairaj Run).

Research importance:

The importance of the research came from the universality of the Husseiniyah issue, the increasing global interest in the activities that are held on the day of Ashura, and the tourism planning for this special event in all its levels and forms to preserve the safety of visitors by following an ideal planning policy that would keep lives on the one hand and the other hand the cultural, social and economic structure and exploiting Optimized for available resources.

Research hypothesis

The research has two hypotheses:

- There is a statistically significant relationship between tourism planning and the management of millions of crowds and special events.
- No statistically significant relationship exists between tourism planning and managing crowds of millions and special events.

Study sample population and questionnaire form:

The research population represents visitors to the holy city of Karbala. The random sample consisted of (100) people (participants, visitors), and a questionnaire form was distributed to them to know their opinions on the research topic. The time for the questionnaire was set after the end of the Tuwayraj running ceremony for the year (2023 AD - 1445 AH).), without neglecting any form.

Research Methodology

The researcher used the deductive approach to the research by presenting theories and ideas related to the theoretical aspects of the investigation. The survey method was also used as a questionnaire, which is one of the means of collecting information about the problem of the study. The questionnaire included (10) questions, and they used the tripartite Likert scale for analysis.

The limits of the study

Research limitations included:

1. Spatial boundaries: The holy city of Karbala.
2. Human limits: The sample members included participants in the Tuwayraj run in the holy city of Karbala.
3. Time limits: Visit on the 10th of Muharram (1445 AH - 2023 AD).

Chapter Two

The Theoretical Aspect of Research

First: Tourism planning

1. The concept of tourism planning:

Tourism planning became clear and specific after World War II when global travel activities developed rapidly and intensively, and the number of tourists increased, along with the diversity of forms of tourism and recreation. Tourism components multiplied, and their functions and characteristics varied. This led to an increase in interest in tourism and tourist activities. The need arose to control and direct these events and activities to manage them, reduce their negative impacts on society and the environment, and achieve the maximum degree of economic benefit, especially after tourism became seen as an industry and a primary source of income in many countries of the world (Al-Dulaimi, 23, 2005).

Tourism planning is a type of development planning: it is defined as “a set of intended, organized and legitimate phased procedures that aim to achieve optimal exploitation and use of the elements of available and potential tourist attractions and achieve the maximum possible levels of benefit, with follow-up, direction and control of this exploitation to bring it to the desired and desired circle.” And prevent any adverse results or effects resulting from it from occurring” (Abu Ayyash and Al-Ta’i, 48, 2010).

Tourism planning is also defined as: “Drawing an estimated future picture of tourism activity in a specific country and period. This requires inventorying the country’s tourism resources to determine the objectives of the tourism plan and achieve rapid and regular tourism development by preparing and implementing a coherent program that includes branches of tourism activity and regions.” The tourist state” (MN, 47).

Tourism planning also aims to achieve comprehensive and sustainable tourism development in all its economic, social, and environmental dimensions through optimal exploitation of tourism resources and attractions to prepare and provide tourist sites per international standards.

Tourism planning should be seen as something other than a field limited to official bodies. Still, it should be seen as a joint work program between all parties concerned with the tourism system (government agencies, the private sector, society, and individuals), so tourism planning must be a process. Shared between all bodies regulating the tourism sector and the government agencies supervising it, and between providers of tourism services (tourist and hotel institutions and business people), consumers of these services (tourists), and the tourism host community, starting from the stage of formulating the goals to be achieved and the means for those goals, and passing through the set of implementation and implementation of the program—the government plan and ending with the review and preparation phase for the future.

2. The importance of tourism planning: Tourism planning is highlighted by a group of advantages that require adopting the tourism planning method at all levels. We mention the following (Al-Dulaimi, M.S., 66):

- It helps to renew and maintain tourism components and benefit from them in a way that suits the present and future times.
- It helps to integrate and link the tourism sector with the rest of the relevant sectors and achieve the goals of general policies for economic and social development at all levels.

- It provides an appropriate basis for the method of decision-making to develop tourism in the public and private sectors by studying the past, reality, and future and taking into account the political and economic matters that the state decides to develop and revitalize tourism.
- Provides information, statistics, maps, charts, reports, and questionnaires and places them at the disposal of those requesting them.
- It helps increase economic returns and benefits, social and environmental benefits through developing the tourism sector and distributing the fruits of its development to members of society. It also reduces the negative aspects of tourism.
- It helps to develop detailed plans to raise tourism in some distinguished and underdeveloped areas.
- It helps lay the appropriate foundations for implementing ongoing development plans, policies, and programs by establishing devices and institutions to manage the activity.
- It contributes to the continuity of evaluating tourism development, continuing progress in developing this activity, emphasizing the positives, and overcoming the negatives in subsequent years.

3. Characteristics of tourism planning: Good tourism planning is characterized by its focus on the tourism product and promotion and marketing processes to balance economic, social, and environmental goals within the framework of comprehensive tourism development. Therefore, it must have several characteristics, the most important of which are (Al-Roubi, 39, 1987):

- Planning (flexible, continuous, gradual) that accepts any modification, if necessary, based on constant follow-up and feedback.
- Comprehensive planning for all aspects of tourism development, economic, social, cultural, environmental, demographic, etc.
- Integrative planning, in which tourism is treated as an integrated system, where each part is complementary to the other factors, and each element affects and is affected by the rest of the ingredients.
- Community planning, meaning that it allows the participation of all relevant parties in the planning process at its various stages.
- Environmental planning prevents the deterioration of tourism components, works to provide the necessary procedures for their continuous maintenance, and ensures their preservation for the most extended possible period.
- Realistic and implementable planning, meaning that its goals are within the limits of capabilities and ambition and stay within the circle of available and potential natural, financial, and human resources.
- Organized phased planning consisting of a set of sequential and sequential steps and activities. Tourism is treated as a system with specific inputs, processes, and outputs, and these formations can be influenced and directed.

Second: Managing crowds of millions:

1. Crowds linguistically: the plural of a crowd, the gathering of people, a group, and crowds: they gathered. They gathered for one matter. They are supposed together (Al-Tabarani: 233, 1999 AD).

2. Crowds, terminologically: Crowds are defined as (Al-Hasani: 12, 2020):

- It is a specific group of people characterized by high density.
- A limited gathering of people in time and place because it arises from accidents. It is not characterized by organization and shared interests do not link its members. Its members may have a specific identity.
- A group of people whose existence is limited in time and place. This existence is rare and temporary. Its members are characterized by tension, share the same interests, and are often driven by emotion.

3. Types of crowds: Crowds have distinct types (Blumer: 181, 1985 AD):

- Casual crowd means the gathering formed by individuals to witness a specific accident, for example: (a traffic accident).
- Regular crowd: characterized by high organization, for example (viewers of a match or a movie...).
- Active crowd: a gathering to attend demonstrations or mass eruptions, the members of which are characterized by excitement.
- The expressive crowd: Its members perform specific acts of worship and rituals, for example: (religious traditions).

4. Crowd management:

Management, in general, is the process of achieving desired goals by optimally using available resources, a specific known approach, and an accurately estimated environment.

Crowd management is one of the most accurate and complex management sciences that requires the cooperation of a large group of administrative agencies, including health, security, roads, and various diverse services affiliated with many different administrative agencies.

- This specialized management is considered one of the specializations that require more than what Holt said when he said about management that it is "a process related to planning, organizing, leading, and controlling all of the human, material, and information resources in a specific organizational environment," because crowd management pays attention to the psychology of... The art of crowd management, preventive and awareness measures. As well as dealing with different cultures, several languages, and different, diverse, and multiple behaviors and moods (Yamani: Al-Arabiya website, 2023 AD).

The purpose of various activities and events is to avoid potential risks that may occur due to gathering people. In many cases, large crowds can lead to individuals being exposed to danger or disrupting the order of the event, so effective crowd management can help manage the movement of individuals and participants in the event safely. This prevents any expected risks from occurring, and depending on the nature of the event, the methods used may differ from one to another. Therefore, here are some tips for managing crowds at different events and maintaining the event's order and safety.

Crowd management is almost a science, as it provides standards and procedures that help lead crowds well and reduce their behavior that may harm others. It pays great attention and carefully monitors space capacity, comparing it to the permitted number of people. Organizers intervene with lightning speed when they notice blockages in the passages—or emergency exits.

5. Crowd measurement: Crowds are measured by density (individuals/square meters).

The following numbers can distinguish this:

- 2 to 3 individuals per square meter is not a crowd.

- 4 per square meter, the beginning of the crowd.

- 6 per square meter, the crowd is in danger.

The crowd is in extreme danger at 8 to 10 per square meter.

6. Crowd measurement tools:

- Looking with the naked eye.

- Modern cameras (horizontally, vertically).

- Modern thermal cameras.

- Oxygen percentage.

Third: Special tourism events

1. The concept of the event in language: it happened / it happened about / it happened from what happens, it happened, it is an accident, and the object is caused by it, and its plural is accidents, and the matter occurred: it happened and happened, and it happened about such-and-such / it happened from such-and-such: it resulted from it or it and the big issue arises from the case Al-Saghir (Al-Maani, website, 2023).

An event is a matter or activity that occurs and is usually distinct.

2. The concept of special tourism events: Special events have already become an essential element in the tourism and entertainment industry in many countries, cities, and regions of the world, and despite the steady increase in the types and numbers of special events, there is not yet an advanced unified and standard definition of special events. Agreed upon by specialists in tourism activity, including academics and organizers, because the special event has specific characteristics, including (Hamza, electronic article, 2020):

- The unlimited number of activities that can fall under this term.

The flexible nature of the word “special”: what is unique or unusual for some may be ordinary or traditional for others.

Distinction, difference, or specificity are relative matters that are difficult to place within clear and specific frameworks. If defining the word “event” may seem a relatively straightforward process, determining “special” may be a genuinely problematic process governed only by each person's subjective point of view. One individual at a time.

A special event occurs and is characterized as not being regular or traditional.

Special tourism events: a specific social activity (festival, party, celebration, competition, convention, or other matters), either by a person or a group of people who will organize or attend it (electronically or in person).

It may include a group of rituals and customs and rise to religious beliefs (Fact News, website, 2023).

In another definition, It is an organized temporary occasion that occurs outside the scope of the routine daily life of the participants and seeks to satisfy previously monitored goals by providing specific activities within a festive framework (Hamza, M.S.).

It is also known as one of the new types of tourism, which depends on the presence of a specific (annual) event that is not repeated at the same time and in another place, such as religious or national events, artistic festivals, and sports tournaments (Mahmoud and Alwan, 47, 2023).

Special tourism events have emerged as an essential tourist attraction in attracting increasing tourist traffic to the countries where these events occur. Most of these events are unrelated to tourism, but they have been exploited in tourism and have become an integral part of the tourism development that most people seek—countries to achieve it.

3. Component elements of special tourism events: which consist of a set of essential elements that can be formulated as follows (Hamza, M.S.):

- Temporary event: Special events are temporary events that occur during a limited period. This period may be short for a maximum of a few hours or long for a month or several months. This definition preserves the event and makes it unique. Otherwise, it becomes a regular event or a tourist destination.

- Unique: The event must be of a unique nature that takes it out of the framework of the traditional daily events that pass through the lives of the individuals participating in it.

- A plan to achieve a specific goal: Special events can only occur independently with prior planning. Instead, they must be the result of a program that is carefully implemented to achieve clear goals that were previously determined, and the means of achieving those goals were written down. However, a regular event occurs automatically and is not planned; therefore, it may be done without the hope of achieving clearly defined goals.

- Includes basic activities: Special events include one main activity from which a group of activities branch out and aim to achieve the objectives of the party organizing the event in addition to satisfying the desires and needs of the individuals participating in it.

- In a ceremonial context: Even though wars, famines, and surgical operations, for example, all of the previous elements apply to them, none of these previous activities can be described as a special event from a tourism perspective because the special event must be in a ceremonial context.

Chapter Three

The Practical Side of Research

First: Introduction to Tuwayraj's run: (Al-Ijtihad, website, 2023):

This event is one of the largest human gatherings that occur around the world, and it is held annually after the noon call to prayer on the tenth day of Muharram al-Haram in the Hijri year as one of the rituals practiced by Shiite Muslims to commemorate the martyrdom ceremonies of Imam Hussein (peace be upon him).

This ritual, also known as (The Condolence of the Tuwayraj Run), was established in 1855 AD and another narration in 1872 AD, and many people, reaching millions of Iraqi, Arab, and foreign visitors, participated in it. Preparations are made for it nights before in the Tuwayraj District (one of the districts of the Holy Karbala Governorate some distance away). About 22 km), which is located on the road linking Karbala and the city of Hilla (the center of the historically famous Babylon Governorate), and starts from the Qantara al-Salam area in Karbala towards the shrine of Imam Hussein (peace be upon him) in the middle of the old city, with a length of up to 2 km, and ends by exiting from The shrine of Abbas bin Ali (peace be upon him).

This special tourism event includes a central funeral (a primary activity) from which a group of secondary activities branch out, including:

- Giving food and drink for free is an act of closeness to God Almighty and in service of Imam Hussein (peace be upon him).
- Walk 2 km or a little more.
- Raising flags and performing salutes, chants, poetry, and slapping.
- Representing the incident of burning tents.
- Providing guide and tourist guidance services during and after the run.
- Providing free medical services and first aid.
- The visitor may need to spend the night (accommodation) in hotels or residential apartments (not free) or families' homes (free).

Second: Analysis of the questionnaire results:

The practical framework for the research (the role of tourism planning in managing crowds of millions and special tourism events - a study of a sample of participants in the Tuwairaj Run) included designing a questionnaire that included two axes, divided into multiple paragraphs, each paragraph containing a scientific question within the framework of the research, and distributed to a sample of (visitors). The city of Karbala participants in the Tuwairaj Run for the year 2023 AD - 1445 AH) numbered (100) questionnaire forms, all of which were collected and none of them were neglected, using for statistical analysis the tripartite Lickerd scale, which includes analyzing the research variables according to the answers of the study sample in general and as follows:

1. Analytical presentation of information about the individuals in the research sample:

The research sample included (80%) males (80 males) compared to (20%) females (20 females), which indicates that the male group is more present or participating in the Tuwairaj run.

- The age group of the target sample (19 and under) received a percentage of (12%) with (12) individuals, the age group (20-29) with (25) individuals, and the age group (30-39) with (25) individuals. The percentage of (30%) is (30) individuals, the age group (40-49) is (20%), is (20) individuals, and the age group (50-59) is (8%), is (8) individuals, and the group The age group (60 and over) was 5% (5) individuals. This indicates that the youth groups achieved the highest percentage of visitors who attended the Tuwairaj running ceremonies. This may be because this ritual requires great effort and strength. Physically, it can withstand the heat of the sun and the vast crowds that participate.

- It is clear from the results of the questionnaire that a percentage of (68%) are Iraqi visitors (68 individuals), while a rate of (32%) (32) individuals are foreign visitors, which indicates that there is a high percentage of Iraqi visitors attending ceremonies. Tuwairaj is running, and also a significant portion of foreign visitors.

2. Analytical presentation of the results of the research sample's answers:

This presentation includes simple statistical analysis, using percentages for the questionnaire items and according to the tripartite Lickerd scale, as shown in the following table for the sample investigated, where each question is indicated in the form of an (X) with the specific question number:

Members of the total sample	Percentage	The scale						Questions
		Percentage	Disagree	Percentage	neutral	Percentage	Agree	
100	100%	%5	5	%15	15	%80	80	X1
100	100%	%10	10	%30	30	%60	60	X2
100	100%	0	0	%13	13	%87	87	X3
100	100%	0	0	0	0	100%	100	X4
100	100%	0	0	%10	10	%90	90	X5
100	100%	0	0	0	0	%100	100	X6
100	100%	0	0	0	0	%100	100	X7
100	100%	0	0	%11	11	%89	89	X8
100	100%	0	0	0	0	%100	100	X9
100	100%	%5	5	%5	5	%90	90	X10

Below is an analytical presentation of the results of answering each question in the questionnaire, where each question is indicated in the form of an (X) with the specific question number and my agencies:

(X1): It was found that the sample members tended to agree (80%) (80) individuals, neutral (15%) (15) individuals, and disagreed with (5%) (5) individuals for the first question of The questionnaire indicates that there is precise planning in the availability of infrastructure services (roads, bridges, sidewalks, water, electricity) for the paths that the visitor follows from the beginning of the run until its end.

(X2): It is clear that the sample members tend to agree (60%) (60 individuals), neutral (30%) (30) individuals, and disagree (10%) (10) individuals for the second question of The questionnaire indicates a discrepancy in the precise planning of government infrastructure services (shelter centers, feeding centers, health centers) along the Al-Jarrah route, which requires the government to provide a higher level of services in the coming years.

(X3): The response rate to the third question included (87%) agreed by (87) individuals and (13%) neutral (13) individuals, which shows that there is a clear and very high interest and precise planning on the part of the people to provide Services (shelter convoys, food convoys, health convoys) along the running route.

(X4): It was found that the sample members tended to agree (100%) (100) individuals on the existence of precise planning for the governmental or supervisory security services along the running route.

(X5): The results show that the sample members tend to agree with (90%) (90) individuals and neutral (10%) (10) individuals with the fact that tourism planning contributes to reducing human bottlenecks by organizing the grouping of participants.

(X6): There is complete consensus that tourism planning contributes to spreading the spirit of cooperation between the organizers of the run and its participants towards the success of the run through a percentage of (100%) with (100) individuals.

(X7): The answer to the seventh question also came utterly, with a percentage of (100%) by (100) individuals, as this proves that tourism planning contributes to spreading the spirit of cooperation

between the people and the participants in the run.

(X8): The response rate to the eighth question included (89%) agreeable (89) individuals and (11%) neutral (11) individuals, which indicates that there is an apparent media effort to convey the ceremony and control misleading media. And rumors as soon as they happen.

(X9): Participants in this year's running ceremony see a clear and significant change and development in tourism planning over previous years by fully answering this question.

(X10): The results for the tenth question show that a percentage of (90%) (90) individuals agree that there is ease in dealing and communicating with supervisors to inform them of any security breach or health repercussions, and a neutral percentage of (5%) (5) individuals, (5%) individuals do not agree.

Conclusions and Recommendations

First: Conclusions: Through the results of the questionnaire, the following conclusions were reached:

1. more government infrastructure must be needed during the Al-Jarrahah route and surrounding areas.
2. The government needs to distribute more infrastructural services (shelter centers, feeding centers, health centers) along the Al-Jarjah route.
3. The people provide excellent service (shelter convoys, feeding convoys, health convoys) and a clear spirit of cooperation with the participants along the running route.
4. There is a high organization of supervisors and excellent cooperation with the participants to disperse the crowds regularly to prevent suffocation, health damage, or security breaches.
5. There is ease of dealing and communication between participants and supervisors in informing them of any security breach, health, or other repercussions.

Second: Recommendations:

1. Efforts should be made and unified by government authorities in cooperation with the people and those supervising the running ceremonies to develop and organize the paths through developing the infrastructure and superstructure to provide the best services in the participant's movement path.
2. Increasing the empty spaces on the borders of the running paths, as there is a direct relationship between the stability of the security and health conditions of the participants and the increase in spaces.
3. Widening the exits at the end of the run (the exit doors from the shrine of Imam Abbas, peace be upon him) and closing the Qibla Gate as an exit path, as it returns a large number of participants to the streets leading to the center of the run, which causes an increase in the number of those standing and watching, and this does not allow for the safe conduct of the run. One can also rely on other exit doors, such as those of Al-Alqami and Imam Al-Jawad, which were expanded or increased, and the streets leading from them were opened.
4. Increasing media campaigns that include instructions and directives that help spread awareness and combat misleading rumors aimed at undermining the security and safety of jogging and exploiting social media sites for this at the beginning of each Muharram.
5. Increase communication centers or individuals by supervisors with participants to listen to

them directly and closely to prevent any increase in any situation that disturbs the security of the crowds and their health safety.

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Dear sisters and brothers, visitors to Holy Karbala
m/questionnaire

Greetings.. and may God accept your work.

The researcher intends to conduct a study entitled (The role of Tourism Planning in managing crowds of Millions and special tourism events - a survey of a sample of participants in the Tuwairaj Run). Therefore, we ask Your Honor to answer the paragraphs of the questionnaire to ensure the accuracy and validity of the results that the researcher aims to support scientific research in Our beloved Iraq, knowing that your respected answers are treated with absolute confidentiality and for purely research purposes.

We offer you our sincere appreciation for your cooperation
researcher

M. Taha Mahdi Mahmoud

NB:

-Tourism planning: drawing an estimated future picture of tourism activity in a specific country and in a particular period. This requires inventorying the country's tourism resources to determine the objectives of the tourism plan and achieve rapid and regular tourism development through the preparation and implementation of a coordinated program that includes the branches of tourism activity and regions of the country.

Tourist

-Crowds: It is a specific gathering of people characterized by high density.

-Special tourism events: a specific social activity (festival, party, celebration, competition, convention, or other matters), either by a person or a group of people who will organize or attend it (electronically or in person.)

Questionnaire

First: General information:

Female	Male	Gender
29-20	19- فأقل	Age Category
49-40	39-30	
60- فأكثر	59-50	
International	Local	Type of participant/visitor

Second: Questionnaire questions:

Disagree	Neutral	Agree	Question	ت
			Is there clear planning in the availability of infrastructure services (roads, bridges, sidewalks, water, electricity) for the paths that the visitor takes from the beginning of the run until the end?	.1
			Is there a clear planning for infrastructural services (shelter centres, feeding centres, health centres) along the running route? Is there a government?	.2
			Is there a clear planning for infrastructure services (shelter convoys, food convoys, sanitary convoys) along the national run route?	.3
			Is there a clear planning for the government or supervisory security services along the running route?	.4
			Tourism planning contributes to reducing human bottlenecks by organizing the movement of participants towards the success of the run.	.5
			Tourism planning contributes to spreading the spirit of cooperation between the organizers of the run and its participants towards the success of the run?	.6
			Does tourism planning contribute to spreading the spirit of cooperation between the people and the participants in the run?	.7
			Is there a clear media effort to broadcast the ceremony and control misleading media and rumors immediately?	.8
			Is there a clear development in tourism planning over previous years?	.9
			Is it easy to deal with and communicate with supervisors to inform them of any security breach or health repercussions?	.10