

THE IMPACT OF VOLUNTEER ACTIVITY ON TOURISM DEVELOPMENT IN AL-BAHA REGION

By

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This research will give our dear university the occasion to thank it a lot of its full institutional accreditation for the year 2022

This research was also dedicated to our country, the Kingdom of Saudi Arabia, which has gifted us from our birth to the dead.

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Table of Contents

Page number	Subject
2	Acknowledgments
	Summary of the study in Arabic
4	Abstract
Chapter I: General framework of the study	
5	Introduction
5	First: The problem and questions of the study
5	Second: Objectives of the study
6	Third: Study limits
6	Fourth: Study terminology and definitions
Chapter II: Previous studies and literature	
7	First: Previous studies
8	Second: Literature
Chapter III: Field study procedures	
24	First: Research methodology
24	Second: The study community and sample
24	Third: Hypothesis the study
24	Fourth: Study tools
Chapter IV: Application framework for the study	
25	First: Analysis of the questionnaire
26	Second: Testing of the study hypothesis
Chapter V: Conclusions and recommendations	
32	Conclusions of the study
32	Recommendations
33	References
36	Appendix

List of tables

Page number	Table
26	Table (1): Arithmetic mean, standard deviation, relative weight, order, and approval level for volunteer activity axis statements, and value of coefficients of the correlation
28	Table (2): Arithmetic mean, standard deviation, relative weight, ranking, and approval level of tourism development axis statements value of correlation
31	Table (3): Value of the correlation coefficient between volunteering and tourism development in Al-Baha region
31	Table (4): The impact of volunteer activity on tourism development in Al-Baha region
31	Table (5): The stability factor for the axes of the questionnaire

List of figures

Pagenumber	Figure
25	Figure 1: Distribution of the study sample according to gender
25	Figure 2: Distribution of the study sample according to age group

Abstract

The current study deals with the importance of practicing activities and volunteering in the development of the tourism sector in Al-Baha region in Saudi Arabia and in order to achieve the objectives of the study, the researcher used a questionnaire as a tool for study. It was distributed among a sample of 190 tourists visiting Al Baha region in Saudi Arabia who answered the questionnaire questions, and the researcher used the descriptive methodology for his event to study the phenomenon and related literature, and the analytical to reach valuable results by analyzing the data collected from the survey distribution.

The researcher reached a number of results, the most important of which are: The high level of awareness among tourists visiting Al-Baha region of the importance and benefits of volunteer activity, their high level of awareness of the role played by the concerned bodies in achieving tourism development in the region, and the existence of a direct correlation the level of people's attendance in Al-Baha area to practice voluntary activity and the level of tourism development in Al-Baha area.

The researcher recommended the necessity of increasing the spread of the concept of voluntary activity among all individuals in general, the youth category and students in schools and universities in particular through training courses and programs that are being prepared to make the best possible use of the available human resource in the Kingdom, which is in accordance with the goals of the Kingdom's vision 2030. The need for further research and studies on the impact of voluntary activity on all factors affecting the performance and productivity of individuals, as well as the performance and productivity of organizations and institutions in all fields; this contributes to learning how to make the best use of the concept of voluntary activity in order to achieve the goals of the Kingdom's vision 2030 for youth.

Key words: Volunteer activity - Tourism development - Al Baha region

Chapter 1

General framework of the study

Introduction

The Al-Baha region has many archaeological sites, tourism is considered a promising economic income for the local product and provides many jobs for young men and women, in response to the Kingdom's vision 2030.

Volunteering and increasing interest in the tourism sector is another component of the national economy, as the existence of tourist factors that are not capable of exploiting them to attract tourists is one of the reasons for hindering the tourism sector from its desired performance.

When a tourist comes to Al-Baha region to learn about archaeological treasures, exploit natural resources in terms of natural beauty, treatment or recreation, and demand for pay, he can offer voluntary

activities that suit his or her taste and experience; This will contribute to activating tourism and economic development.

If the material value of voluntary tourism is the positive desire of non-Muslim tourists to provide voluntary aid, support, assistance and intervention; As Muslims, we are in dire need of developing this kind of tourism.

First: The study problem and its questions

There is a marked increase in the number of people of all ages who use their holidays to increase development projects and may take part for several weeks or months in these volunteer works, thus spending their holidays differently and contributing to changing the populations of the communities they visit, known as "volunteer tourism". It usually costs the volunteer a high amount of money; to have the opportunity to participate in this type of volunteerism, but it is a very interesting work, making positive use of their skills and creativity; Their efforts and role will be appropriately appreciated and they will deliver the volunteer activity as it is due.

Through the previous presentation, the research problem is represented in the following question:

What is the impact of volunteer activity on tourism development in Al-Baha?

Second: Objectives of the study (Aim of the study)

The objectives of your current research are:

- 1- To recognize the level of adoption of volunteer activities by tourism.
- 2- To learn about the reality and evaluate the role of applying volunteer activities for tourism in Al Baha region.
- 3- To recognize the impact of volunteer activity on tourism development in Al-Baha region.
- 4- Theoretical framing of study variables and results in which some recommendations can be made.

Third: Study limits

Thematic boundaries: Literature and research on volunteerism and its implications.

Spatial boundaries: Al-Baha region of Saudi Arabia.

Human border: A group of tourists in the Al Baaha area.

Fourth: Study terminology

▪ **Voluntary activity**

(Manal Al-Anzi, 2018) identifies volunteering as "an effort that no one is free of charge for his community to contribute to the responsibility of the institution that works to provide social welfare, and to do it, whether financial, in-kind, physical or intellectual, and is a national humanitarian service aimed at protecting the homeland and its people from any danger.

▪ **Tourism Development**

(Meng, *et al.*, 2020) Development defines tourism as the provision of facilities and services to satisfy the needs and desires of tourists, as well as some of the effects of tourism such as: Creating new jobs and new incomes; tourism development encompasses all aspects related to spatial patterns of tourist supply and demand, geographical distribution of tourism products, flow and movement, and various tourism effects.

Chapter II.

Previous studies and literature

First: Previous studies

▪ **Arab Studies**

Al-Anzi Study (2018), the role of School activities in spreading the Culture of Voluntary Activity among High School students in Riyadh: Field Study.

The study aimed at identifying the role of student activities in spreading the culture of voluntary activity among female secondary school students in the government schools in Riyadh, by applying it to a sample of 395 female students from government schools. The study found that the most important student activities applied to the reality in State schools at the secondary school level are: The school's activities for students during the school year, the school's commitment to the activities planned by the Ministry of Education, the activities programs include the human aspects, which were represented in increasing the social awareness of female students, developing the competitive aspects of female students, and developing the culture of voluntary activity among female students.

Shaaban Study (2021), the contribution of the Visual Tourism Media to the Activation of Tourism Development in Algeria, a descriptive reading of the Shams Tourism Channel programs.

The researcher concluded that Algeria has unique tourist potentials that should be shown. The media, especially the visual media, is of great importance in activating the tourist sector if it is given the necessary capabilities.

The role of Tourism Planning in achieving Sustainable Tourism Development Goals the case of Algeria within the framework of the Tourism Development Directive 2030.

The study aimed at shedding light on sustainable tourism in Algeria through the guidance plan for tourism development Horizon 2030 within the framework of sustainable development. This means that it lacks a policy directed to developing its tourism sector as an important economic sector, and the study recommended that Algeria seriously seek to spread tourism and environmental awareness.

▪ **Foreign studies**

The impact of Voluntaire Tourism on Local communities: A Management perspective (Hernandez-Maskivker, *et al.*, 2018).

This study discusses volunteerism as a potential tool for community development and sustainability that has attracted the attention of researchers. However, there is little empirical research on the impact of this activity on host communities from a management point of view. Does not only emphasize the effects of voluntary activity.

Study (Olsen, *et al.*, 2018) building the common good: Tourism Professional activities to Volenteer for the Tourism Industry.

However, there is a lack of research that examines factors affecting individual employees of individual companies to volunteer in tourism-related activities as representatives of their organization within their own country. The data were collected through 23 interviews with tourism professionals who attended the Turismo Cars event from November 1 to 3, 2015 in Williams, USA, and the results of the study indicate that the motivation of tourism professionals to volunteer in the tourism industry is linked to the public good approach and the sustainability of the tourism product.

Second: Literature

Research I: Volunteer activity

This is a great challenge for charitable organizations and government agencies that attract them. Based on the slogan "Security is everyone's responsibility." (Al-Harithi and Mokali, 2020).

Experience has proved that some official bodies cannot achieve all the goals of development plans and projects alone without the active voluntary participation of citizens and non-governmental organizations, which can play a big role, which cannot be replaced by increasing the number of official bodies. However, it is necessary to activate the role of voluntary activity in the tasks assigned to these bodies (Al-Harthi and Mokhali, 2020).

First: Human beings and development

The first of these is that the Prophet (peace and blessings of Allaah be upon him), and the first of them is the Prophet (peace and blessings of Allaah be upon him), and the first of them is the Prophet (peace and blessings of Allaah be upon him), and the last of the Prophet (peace and blessings of Allaah be upon him), and his peace and blessings of Allaah be upon him be upon him. In the last two years, the United States and the United States have been trying to find a way to improve relations between the two countries.

The focus of the development process is to effect behavioral changes that increase the ability of society to utilize its human potential and resources to achieve the highest level of well-being for its members (Al-Lahidan Al-Bazai, 2018).

So! The most important thing here is to care for the human element and make it a main axis for the various development operations, and it is no wonder that man has a puff of God's soul beside the dust element, and God Almighty has chosen him to be his successor in his opposition. "We are not going to have a place where we are going to have a place where we are going to have a place where we are going to have a place," he said. "We are going to have a place where we are," he said (Murad and Shayeb, 2021).

Second: Voluntary activity

(Nagalaa Hussein, 2014) volunteerism is defined as "the effort that any person makes free of charge to his community to contribute to the responsibility of the institution that provides social welfare", It is "a financial, in-kind, physical or intellectual effort offered by a Muslim in a spirit of consent and conviction, motivated by his religion, with the aim of contributing to the interests that are legitimately acceptable to a sector of Muslims." a volunteer is a person who voluntarily and without coercion or outside pressure to

A volunteer or volunteer must have some qualities, defined by studies (Hsieh, 2020) and Hernandez-Maskivker, *et al.*, 2018):

- Respect people and accept their individual teams and desire to help them.
- The ability to take responsibility and rely on it to do the work within its power.
- Provide sufficient cultural level and special skills to enable them to fulfill their voluntary responsibilities.
- He must be willing to give his time to volunteerism and have knowledge of the resources of the community.
- Has the ability to identify social, age and specialized categories that can be attracted.

(Hsieh, 2020) indicates that after the polarization phase, more specific and procedural methods are:

Interview Method: Questions are directed to the volunteer based on a pre-prepared form to assess the individual's personality, qualifications, hobbies and other necessary information. This is a form from which you can find out everything the TRA needs.

Ask someone they know: This is known as consulting the reviewer.

Objective choices: Some bodies select those who wish to join as volunteers in order to seek people with specific abilities, background, or specialization.

After the volunteer selection process, a program should be organized to inform the volunteers about the environment of activity and the nature of the work required of them, and how this can be done, and the program can be organized for a period of one or two weeks in the evening period.

The identification programs include:

1. To promote the objectives, purposes and justifications of the establishment of the Commission so that the work and activity of the volunteer in the future can be seen in the context of these objectives.
2. To define the organizational structure of the Authority, its administrative structure, and the lines of authority and authority in it so that it knows the limits of responsibilities and powers.
3. To introduce the history of the organization, its most important men and its most important developments, as well as its achievements and obstacles to its activity.
4. To publicize laws, regulations, administrative, financial and technical procedures so that failure to know about these matters does not lead to committing mistakes or to incurring any unfeasible or illegal obligations on the authority.
5. Introduce the volunteer's task to be performed, create a job description for the volunteer's task, whether it is daily or weekly, the volunteer's required qualifications for the task, and the procedures for achieving it.
6. To introduce the obstacles and difficulties of volunteering so that the volunteer is committed to facing such obstacles and is not an obstacle to continuing volunteerism.

▪ **Retain and optimize volunteers:**

There are some general concepts and guidelines that can help retain and optimize volunteers, and (HSIEH, 2020) refer to them in the following points:

1. The Commission should take care of the incentives that drive them to work and produce, and the volunteer comes with specific motives, and these motivations must be rationalized, properly oriented, and responsive to legitimate motives, so review the matter, open new fields for active volunteers, renew interest and tasks, and face new challenges.

2. It is necessary to provide proper supervision on volunteers and to evaluate their work and achievements in order to raise the level of production and maintain a strong morale, and evaluation sessions can be organized to draw attention to some general matters without specifying names of persons.

3. In the case of a volunteer, the human soul is developed in love of appreciation, respect, charity and warm human relations, even if one does not seek this, examples of such moral recognition include:

- Certificates of appreciation and letters of thanks and scientific mention without exaggeration or exaggeration of the volunteer's achievements.
- Symbolic gifts and invitation to the TRA's parties and events.
- Giving him a special discount on the TRA's promotional sales and publishing his tender in the TRA's magazines and publications.

4. The tasks of volunteers should not be confused with those of employees, accounting, supervision, planning, management and direction should be the most important responsibilities of employees, the relationship between volunteers and official staff should be separated, and cooperation, integration and positive human relations should be encouraged in the interest of the Commission.

5. Programs often put a psychological burden on volunteers at the beginning of volunteering and create problems of adaptability due to the abundance of new tasks and experiences.

Sixth: Obstacles to voluntary activity

Ma, 2021 points out that, like all businesses, institutional volunteerism faces obstacles that limit its effectiveness, including in relation to volunteerism itself, including in relation to the organization of work, and in relation to the society in which voluntary services are provided, these are summarized as follows:

1. Volunteer obstacles:

- Not to carry out the responsibilities assigned to him in time, seeking a livelihood, and there is no time to volunteer.
- The reluctance of some volunteers to volunteer in institutions not close to their homes.
- The time of the volunteer is at odds with the time of the activity or study, and some seek to make the most personal use of charitable activity and to exploit the flexibility of volunteering to the point of being carelessness and recklessness.

2. Constraints related to the voluntary organization:

- The lack of a special department for volunteers to take care of their affairs and to make the appropriate selection as they wish.
- Failure to adequately publicize the objectives and activities of the organization, failure to define a clear role for the volunteer and the opportunity to freely choose what suits them.
- The lack of special programs to train volunteers before they are assigned to activity, excessive fear and restrictions to the extent of restriction and curtailment of work.
- Being captured by strong personnel who are not indifferent to the achievement of the Organization's goals and aspirations.
- Fear of new, opening up and falling into closed captivity.
- Restricting membership or wishing not to accept new elements so that the organization becomes a monopoly of a certain number.

3. Community-related constraints:

- Insufficient awareness among members of society of the importance of volunteerism and the goals it seeks to achieve.
- The idea of volunteerism is a waste of time and effort and is not required, and the use of different media to show the importance of volunteerism and not to infuse the spirit of volunteerism among the community from the age of its children.

Second research: Tourism development

Firstly, The concept of development

The term "development" is usually used in the sense of increasing economic, social, and tourist levels.

Development is defined as the organized efforts that are made according to a decree to coordinate the human and material potential available in a particular social environment in order to achieve higher levels of national income, individual incomes and higher levels of living and social life in different aspects in order to achieve the highest possible level of social welfare.

Secondly, The concept of tourism

Tourism in the language comes from a tourist who goes, that is to say, a tour that refers to all trips made by residents of a country, whether inside or outside the country, for purposes other than immigration, the word tourism in European languages goes back to the Greek word "tornos", a name of a God who resembles the shape of a compass (Sukarno *et al.*, 2021).

It is known by Mohamed and Abd Al-Karim, 2019 as a set of phenomena and activities that contribute to the flow of tourists from their areas of residence to tourist attractions for at least 24 hours and not to reach permanent residence, and for various human motives aiming at recreation and satisfying different needs and desires except for the motive of material gain.

Third: Tourism planning

The concept of tourism planning did not become clear and specific until after the Second World War, when international travel developed rapidly and intently, the number of tourists increased, in addition to the variety of forms of tourism and recreation, and the multiplicity of tourist areas with different functions and characteristics, all of which led to an increase in interest in tourism and tourism activities.

These activities need to be controlled and directed in order to reduce their negative effects on society and the environment (Ahsan, 2021).

(Al-Nuaimi and Al-Juburi, 2021) The success of tourism planning depends on several factors, including that the tourism development plan should be part of the overall national economic development plan, balance should be achieved among the different economic sectors, the development of the tourism sector should be considered as one of the strategic options for economic development, and the role of each one should be determined. In addition to focusing on the relationship of tourism development to economic activity and defining its relationship to environmental conservation.

"We are not going to be a good place to do that," he said, according to the report.

A) The relationship of planning to economic activity:

The success of tourism activity in a region is closely linked to the levels of activity that can lead to a sustained increase in incomes and the ability of the local economy to absorb and use those incomes.

B) Relation of Planning to the Environment:

Tourism and the environment are the same, as the flow of tourism is linked to the tourist attraction factors of climate, landscapes, beaches, and so on, hence the importance of preserving environmental assets.

C) Planning relation with those who come to the tourist area:

It is convenient to prepare residents to provide tourists with information that allows them to be entertained to make tourists more willing to visit the region again.

D) Planning relation with foreign exchange flow:

If the planning is aimed at increasing the country's foreign exchange resources, the success of tourism planning is measured, in particular for developing countries, by its ability to increase the flow of foreign exchange into the country.

▪ **Importance of tourism planning**

Iskandar, 2021 and Ahsan, 2021 indicate that the importance of tourism planning is as follows:

The role of tourism planning is extremely important in the development of tourism activity, as it is a scientific method for organizing and managing tourism activities in all its components and forms, as planning provides a collective framework for decision-making in the management of tourism resources and provides responsible authorities and authorities.

One of the most important advantages and benefits of tourism planning at all levels is mentioned in the following (Iskandar, 2021):

1. Tourism development planning helps to identify, maintain and appropriately utilize tourism resources now and in the future.
2. It provides a suitable basis for decision-making for the development of tourism in the public and private sectors, by examining the current and future realities, taking into account the political and economic issues decided by the state for the development and revitalization of tourism.
3. Provides information, data, statistics, maps, charts, reports, and questionnaires, and puts them in the hands of the people.
4. It helps increase economic, social and environmental benefits by developing the tourism sector, distributing the fruits of its development to members of the community, and reduces the negative aspects of tourism.
5. It will help to draw up detailed plans for raising the level of tourism in some areas of special and low tourist status.
6. It helps to lay the appropriate foundations for the implementation of continuous development plans, policies and programs by establishing institutions and institutions to manage the activity.
7. It contributes to the continuation of the evaluation of tourism development and the continuation of progress in the development of this activity, emphasizing the positive and overcoming the negative aspects in the following years.

This is why experience in many countries of the world has shown that sustainable tourism revenues can be achieved through proper planning, and these revenues can be doubled if conscious and mature planning continues to pursue a set of objectives, the most important of which are:

1. Defining short- and long-term tourism development goals, as well as formulating tourism policies and implementing measures.
2. Control and coordinate spontaneous and random tourism development.
3. Encourage the public and private sectors to invest in tourism facilities where necessary.
4. Maximize the economic and social benefits of tourism activities.

5. Coordination of tourism activities with other economic activities in a complementary way.

▪ **Spatial levels of tourism planning:**

The spatial levels of tourism planning generally vary, but (Ahmad and Shaban, 2021) indicate four main levels:

1. Tourism planning at the local level:

Tourism planning at this spatial level is more specialized and detailed than at other spatial levels, and usually includes details on several aspects, including:

- Geographical distribution of tourism services and sleeping facilities.
- Tourist services and facilities.
- Attractions.
- Paved road networks, retail shops, parks and reserves.
- Transportation system on roads, airports and railway stations.

2. Regional tourism planning:

Regional tourism planning focuses on several aspects, including, but not limited to:

- Regional transit gates, regional and international transport connections, sleeping facilities and other tourist services.
- Tourism, investment and legislative policies, regional tourism organization structures and tourism promotion and marketing programs.
- Training and education programs, cultural, social, economic and environmental considerations, impact and impact analysis, stages and development strategies, and project programming.

Tourism planning at the regional level is specialized and detailed to a degree less than the local level and larger than the national level, given that the level of allocation depends on the size of the country and the size of the region.

National tourism planning:

Tourism planning at this level covers all aspects it covers at the regional level, but in a less specialized and detailed manner, and at the country or state level in all its territories and regions.

3. International tourism planning:

Tourism planning at this level is limited to transport services and transportation between a group of countries, as in the European Union, and international tourism organizations and organizations such as: The World Tourism Organization (WTO) is often involved in such planning and sometimes provides full material and moral support in this area.

Fourth: Tourism development

Tourism development is the latest of many kinds of development, and therefore is considered one of the main branches of national income, as well as the civilized development that includes all the natural, human and material components. Tourism development is a means of economic development.(Othman *et al.*, 2021)

Tourism development includes all aspects related to the spatial patterns of tourist supply and demand, the geographical distribution of tourism products, the flow and movement of tourism and the effects of various tourism; It is to improve and expand tourism services and their needs, and tourism development requires the intervention of tourism planning as a scientific method aimed at achieving the greatest possible rate of tourism growth at the lowest possible cost (Hormuz, 2006).

▪ **Components of tourism development**

Tourism development consists of several elements, the most important of which are: (Mzwaghi and Ibrahim, 2020)

- Attractions include natural elements, such as: Surface shapes, climate, life, forests, and man-made elements, such as parks, museums and historic archaeological sites and transport of various kinds by land, sea and air.
- The sleeping places, whether commercial, like hotels, motels, private sleeping places, such as: Guest houses and supporting facilities of all kinds, such as tourism advertising, tourism administration, handicrafts and banks.
- Infrastructure services such as water, electricity and communications.

▪ **Development objectives Tourism**

The development of tourism industry aims at achieving a continuous and balanced increase in tourism resources, and the first axis in the development process is the human being whose main tool and the development of tourism activity needs the cooperation of all elements, potentials and efforts working in

the tourism field. As tourism is an economic sector that includes many facilities, different economic activities and the development of the tourist industry, it is governed by several considerations that must be taken into account and referred to (Boutrus and Smayeli, 2021) and (Mzwaghi and Ibrahim, 2020) as follows:

- Training the necessary human apparatus needed by the tourism sector so that tourist facilities can play their role in the required manner.
- The fact that tourist sites are true, because attracting tourists to these areas may depend on the climate, nature, history, or characteristic of the tourist area.
- Good use of available tourist resources while providing flexibility so that it can cope with the needs of local and international tourist demand and conduct a comprehensive study to ascertain the economic feasibility of the proposed tourist investments and whether the investment will yield profits or not.
- The state supports the tourism sector through assisting the private sector in implementing tourism programs through an integrated marketing advertising plan and linking the tourism development plan with other economic development plans of different economic sectors to achieve balanced growth and not just paying attention to tourism.
- Identify the problems that may hinder the development of the tourist industry, then make alternative plans in the event of a specific emergency and study the local tourist market, in order to know the quality of the tourist arrivals.
- Providing a network of hotels suitable for all forms of income as tourism is no longer restricted to the rich.
- Raising the level of hygiene and tourism services because they play an important role in the development of tourism.

In short, tourism development goals are usually defined in the early stages of the tourism planning process, in the form of a set of goals, as indicated (Hormuthurah, 2006), (Bortea, Smili, 2021) and (Mzawwaghi and Ibrahim, 2020) as follows:

1. At the economic level:

- Improving balance-of-payments status.
 - Regional development, especially the creation of new employment opportunities in rural areas.
 - Provide infrastructure services, increase income levels and increase the state tax revenues.
 - Creating new job opportunities whether in the tourism sector or in the sectors supporting tourism.
- Among the economic benefits of tourism development are:
- Provision of infrastructure services, because every tourism development must have infrastructure.
 - Increasing income levels from tourism imports.
 - Increase in State tax revenues, in view of the additional income that the State Treasury refunds from taxes.

2. At the social level:

- Provide leisure facilities for tourists and locals and protect and satisfy the desires of individuals and groups.
- The development of public places and services in the countries of tourist destination and the development of the citizen's feeling of belonging to his country.
- Increase opportunities for cultural and cultural exchange between both host and visitor communities.

3. Environmental level:

- Protect the environment, prevent it from deteriorating and put in place strict protection measures.

4. At the political and cultural level:

- Spreading cultures and increasing communication among peoples.
- Developing political relations between governments in tourism countries.

▪ **Forms of tourism development:**

Al-Hamoud and others, 2020, point out that tourism development takes many forms, including:

A. Resort Development:

This type of development focuses on holiday and holiday tourism, and resorts are defined as self-sufficient sites with different tourist activities and a variety of services for leisure, rest and recreation.

B. Tourist villages:

It is a form of tourism that is very widespread in Europe as it has started to spread in many countries of the world, life in the village is a model different from life in cities, and the inhabitants of cities like for

change and simplicity, and the establishment of tourist villages depends on the presence of the element of water (the beach), the areas of ports, skiing activities, mountains. And public parks.

C. City Resorts:

This type of resort requires the integration of land use and social development programs, while not neglecting the economic dimension that provides opportunities for investment attraction (hotels, rest houses, etc.) in the region. Ice skating, beach availability, therapeutic touristic activities, archaeological or religious sites.

D. Isolation Resorts:

This type of resort has become a favorite tourist attraction all over the world, and is compact, well-planned and comprehensive.

E. Urban tourism:

It is a popular and popular type of tourism, found in large urban areas, where tourism is of great importance, but not the only economic activity in the region, and accommodation and tourism facilities are an integral part of the overall urban framework of the city and serve the inhabitants of the city or region as well as tourists arriving there.

F. Adventure Tourism:

This type of tourism is aimed at tourist groups that aim at practicing and living certain characteristics and depends on the length of the tourist's stay so that it allows him to enjoy leisure and at the same time coexist with the social and cultural customs and traditions available in the region. This type of tourism does not require significant development, large investment or many services and facilities, but requires good management.

G. Marine sports tourism:

This type of tourism depends on the presence of water (sea or lakes), the time spent by the tourist on various marine sports such as diving, water skiing, floating, yacht or sea racing varies etc.

▪ **Stages of preparing tourism development plan:**

The process of preparing the tourism development plan depends on a number of sequential and related steps as follows: (Al-Hamoud and others, 2020)

- 1- Preparing initial studies and setting planning goals initially so that they can be modified through feedback during the plan preparation process and the impact assessment phase.
- 2- Collecting information, conducting surveys and assessing the current status of the tourist area.
- 3- Analysis of data this phase involves analyzing and interpreting the data collected and coming up with facts.
- 4- The plan is prepared: The appropriate tourism policies will be formulated and evaluated.
- 5- Develop alternatives to choose what is appropriate for the implementation of the plan, as well as identify programs and projects to be implemented to achieve the goals of the plan.
- 6- Implementation of the plan with its recommendations and with the means identified in the previous phase.
- 7- Evaluate and follow up the tourism plan and modify it according to feedback if required.

It is worth noting that surveys and data collection and analysis need to be very accurate and organized, and the most important aspects of which information can be collected: Tourist attractions, facilities, services, transport, and infrastructure services.

The data analysis process includes three main themes: (Al Hamoud *et al.*, 2020)

1- Analysis of tourism markets in terms of:

- Future expectations (tourist demand for accommodation facilities).
- Identification of the needs for accommodation facilities, public services and infrastructure services.

For example, the rates of demand for hotel beds can be set as follows:

$$\frac{\text{Number of tourists in a specific time period} \times \text{average stay/night}}{\text{Number of nights in a specified period} \times \text{Occupancy} / \text{Accommodation factor}}$$

Example: To calculate annual demand:

$$\frac{100,000 \text{ tourists per year} \times 7 \text{ nights}}{365 \text{ nights} \times 75\% \text{ occupancy}} = 2,555 \text{ beds}$$

- Market analysis is the basis of analysis in the second axis.

B. Integrated analysis: This analysis represents the following elements:

- Natural environment characteristics and socio-economic factors.
- Tourist attractions and activities.
- Available policies and plans and carrying capacity.
 - Elements to be analyzed in this regard include:
- Characteristics of the natural environment: Climate, soil, and wildlife Etc.
- Characteristics of tourist element sites such as: The existence of exploitable minerals, agricultural capacity;
- Patterns of land use, settlement, accommodation facilities, and tourism services.
- Current and planned transport services and other types of infrastructure.

C. Analysis of the constituent elements of the tourism sector at the public and private levels, including mechanisms of implementation, follow-up, monitoring, policies and strategies, availability of laws and regulations, financial capacity, investment, and tourism education and training programs.

This phase of the analysis constitutes the basic basis for providing the main inputs needed for the development of the tourism development plan.

▪ **Factors for tourism development:**

Tourism development is based on a number of factors, the most important of which are: (Mohamed and Abd Al-Karim, 2019)

- The great growth the tourism industry is building, the emergence of different kinds of tourism and the need to keep pace with continuous scientific progress.
- Most tourism countries are interested in tourism as a transit bridge that helps achieve economic and social development.
- It also provides a wide area for international tourist markets and increasing tourists' requirements of tourism services.

▪ **Elements of tourism development:**

Tourism development consists of several elements, the most important of which are: (Mohammad and Abd Al-Karim, 2019)

- Tourist attractions include natural elements such as: Surface shapes, climate, forests, and man-made elements such as parks, museums, religious, archaeological and historical sites and transport of various types.
- Accommodation of various types (hotels, rental apartments, guest houses).
- All kinds of facilities (such as management, tourism advertising, travel companies, handicrafts shops and banks)
- Infrastructure services such as water, electricity, communications, roads, airports, etc.

▪ **Types of tourism development:**

The types of tourism development can be divided into several sections, the most important of which are: (Hormuz, 2006)

A. Overall tourism development:

The development of all aspects of tourism, economy, social, cultural, environmental, cultural and population in the country requires a lot of funds and human efforts.

B. Sustainable tourism development:

It is intended to use, maintain and preserve the natural, cultural and social resources of tourism, because they are not the property of the present generation but of future generations.

C. Local tourism development:

It is intended to upgrade infrastructure services in terms of road, communication and transport networks, develop tourist attractions and help attract rural labor to tourist destination areas.

i. Regional tourism development:

The regional tourist development focuses on developing roads and regional and international standards, securing these roads and providing them with all services such as gas stations, restaurants and cafes, and providing communication services.

ii. International tourism development:

The international tourism development means developing and activating international programs and agreements between many neighboring countries by offering facilities in transport and movement and facilitating the procedures of tourists' entry and exit.

▪ **Aspects of tourism development:**

Tourism development aspects are two important aspects: (Ahsan, 2021)

1. **The vertical aspect of tourism development:** This aspect aims at:
 - To pay attention to the human element required by the tourism sector, especially as it is a labor-intensive industry, to educate, train and prepare this force, to make continuous courses for this energy in order to continuously raise its efficiency, to expand the establishment of specialized institutes and colleges in the hotel and tourism sector, and to pay attention to a graduate capable of competing in the labor market Tourism.
 - Work to coordinate and integrate all the organizations, bodies and bodies operating in the tourism sector.
2. **The horizontal aspect of tourism development** includes the following:-
 - Paying attention to setting up infrastructure projects that support tourist projects such as constructing roads, extending electricity services, potable water and paying attention to sanitary drainage networks.
 - Support conservation projects and the preservation of natural and cultural heritage, which is a wealth owned by successive generations.
 - To support and diversify land, air and sea transport projects and to set up promotional and entertainment projects such as cinemas and parks.

V. sustainable tourism development

One of the most recent tourism concepts that emerged in the recent period is the concept of balanced and sustainable tourism development, which expresses various programs aimed at achieving a continuous balanced expansion of tourism resources, increasing the quality and rationalizing productivity in various tourism services (Mohamed and Abd Al-Karim, 2019)The following are the main objectives of the tourism development process: (Iskandar, 2021)

1. Economic objectives: To maximize the contribution of tourism and recreation to economic prosperity.
2. Socio-cultural objectives:
 - The social and urban development of citizens, their awareness and education.
 - To maximize the opportunities of enjoying travel, tourism and recreation for foreign tourists and citizens.
3. Environmental objectives: Work to protect the environment as a key means of sustainable development by:
 - Optimum use of natural resources and Avoid the causes of pollution, preserve the resources of the national heritage and revive the national architecture.
 - Protect the natural environment by adhering to the maximum carrying capacity of tourist areas.
4. Objectives related to government action, including:
 - Full cooperation between all government activities related to tourism.
 - Support needs to make tourism officials aware of its importance and development and promulgate the necessary legislation to regulate tourism.
 - Encourage the private sector with various incentives to expand its attention to tourism development.

Chapter 3

Field study Methodology

First: Methodology:

The study uses both the descriptive approach to describe the phenomenon, the analytical approach to analyze the data related to the study collected through the study tool, and the statistical methods and methods to reach the results that achieve the study's objectives.

Second: Society and study sample:

The study used the sample method to collect data related to the study by selecting a simple random sample and distributing the study tool of the online questionnaire by posting the link to the survey on all social media sites of the study community. The sample population of the study was 190 individuals.

Third: Hypothesis of study:

There is a statistically significant impact on tourism development in Al-Baha region.

Fourth: Study tool:

The first section was the personal characteristics of the sample study, the second section included statements on the axis of voluntary activity, and the third section of the questionnaire included statements on the axis of tourism development.

- **Threshing tool validity:**

This was done by using Pearson's correlation coefficient to measure the correlation between the degree of each statement and the overall degree of the axis to which the statement belongs to determine the level of internal consistency of the study tool and is as follows:

The first axis: Voluntary activity and the second axis: Tourism development

It shows the coefficients of the correlation between the degree of each statement and the overall degree of the axis as it will be displayed in the results

▪ **Threshing tool stability:**

The Alpha Corenbach coefficient is calculated for the questionnaire axis statements.

Chapter 4

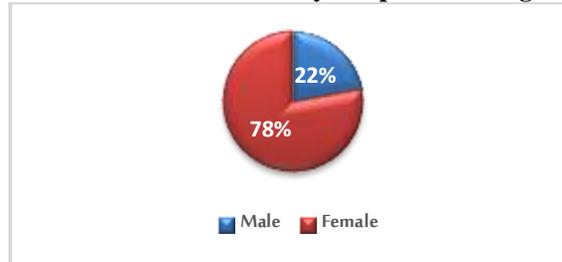
Application framework for the study

First: Analysis of the questionnaire

▪ **Study Sample Properties:**

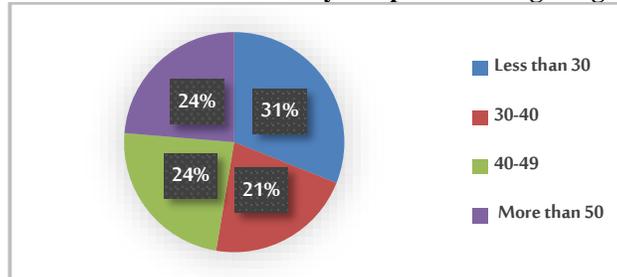
1. **Gender:** The study sample is divided into (42) males at 22.1% and (148) females at 77.9%.

Figure 1: Distribution of the study sample according to gender



2. **Age group:** The study sample is divided according to age group into 4 categories, and the study sample population under 30 years of age (59) is 31.1% of the study sample; the remainder of the age distribution is shown in the next graph.

Figure 2: Distribution of the study sample according to age group



3. **Scientific Qualification:** The study sample according to the scientific qualification was divided into 3 categories, the number of subjects in the study sample with a secondary qualification (40) was 21.1%, the number of study sample persons with a bachelor's degree (123) individuals 64.7% of the study sample; The number of study sample individuals with postgraduate studies reached (27) individuals at 14.2% of the study sample.

▪ **Questionnaire statements**

The first theme: Voluntary activity

Table 1: Arithmetic mean, standard deviation, relative weight, order, and approval level for volunteer activity axis statements, and value of correlation coefficients between the degree of each statement and the total grade of the first axis

Approval level	Order	Relative weight	Standard deviation	Mean	Pearson correlation coefficient value	Response
Moderate	16	0.727	1.230	3.637	0.708**	This is not the only way to do so Schools in Al-Baha region spread the culture of volunteer activity in tourism among students.

High	15	0.753	1.128	3.763	0.701**	Educational institutions and institutions are concerned with increasing community awareness of the importance of voluntary activities and their role in achieving the required community development.
High	12	0.776	0.932	3.879	0.722**	Students in Al Baha region are interested in participating in volunteer activities carried out in tourism.
High	13	0.773	0.999	3.863	0.730**	In the Al Baha region, individuals are interested in providing volunteer services to support and develop the capabilities of tourism activities in the region.
High	14	0.762	1.101	3.811	0.750**	Public information contributes to increasing awareness among individuals of the importance of volunteer activity in tourism.
High	11	0.801	0.940	4.005	0.742**	Social media sites and digital platforms contribute to the development of community awareness of the importance of volunteer activities in tourism.
High	14	0.762	1.000	3.811	0.762**	Bodies and ministries are concerned with encouraging individuals to participate in voluntary activities to serve the community.
High	10	0.813	0.906	4.063	0.725**	Voluntary activity provides an appropriate environment for the work of projects and activities in all fields.
High	8	0.833	0.763	4.163	0.709**	Volunteerism contributes to improving people's mental image of the region.
High	7	0.839	0.727	4.195	0.726**	Participation in volunteer activities increases the ability of individuals to make decisions on different occasions.
High	3	0.861	0.668	4.305	0.629**	Volunteer activities increase individuals' ability to take responsibility and commitment to carry out their required tasks.
High	1	0.868	0.629	4.342	0.661**	Volunteer activities increase the ability of individuals to manage time and effort.
High	5	0.851	0.734	4.253	0.639**	Through voluntary activities, individuals make the most of their time and effort.
High	6	0.840	0.743	4.200	0.725**	Volunteer activities contribute to the provision of services that are unavailable to the community.
High	9	0.823	0.740	4.116	0.753**	Volunteer activities work to achieve the future objectives of projects in various fields.
High	4	0.856	0.660	4.279	0.648**	Volunteer activities increase individuals' loyalty and belonging to their community.
High	2	0.862	0.715	4.311	0.639**	Voluntary activities express how much people love the environment in which they live.

High	0.860	4.059		Overall average
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* Statistically significant at 0.01

The previous table (1) shows that all Pearson correlation coefficients between the grade of each statement were statistically significant at the level of 0.01, which means that the first axis statements of the questionnaire were more truthful and valid to achieve the study objectives.

When studying the statements of the focus of volunteer activity in terms of relative weight value greater than the sample point of view, it appears that (volunteer activities contribute to the increased capacity of individuals to manage time and effort) is the most important statement with a relative weight of 0.868 with a high level of approval, whereas it was (Schools in Al-Baha promote a culture of volunteer activity in tourism among students.) these are the least important terms with a relative weight of 0.727 at an average level of approval, and all the statements on the focus of voluntary activity were at a high level of approval, except for one at the intermediate level of approval; This proves the high level of awareness among the sample members of the study of the importance and usefulness of the voluntary activity, as the value of the general average reached 4.059 with a standard deviation of 0.860

Second axis: Tourism development

Table (2): Arithmetic mean, standard deviation, relative weight, ranking, approval level of tourism development axis statements, and correlation coefficient value of second axis

Approval level	Order	Relative weight	Standard deviation	Mean	Pearson correlation coefficient value	Response This is not the only way to do so
Moderate	12	0.733	1.065	3.663	0.796**	Tourism authorities are concerned with developing the tourist facilities and potentials in Al-Baha region.
High	1	0.771	0.890	3.853	0.730**	Many museums in the Baaha district are being developed and built to preserve and protect the monuments found in the area.
Moderate	13	0.732	1.041	3.658	0.806**	Many tourism projects are being developed to offer the services and activities needed by tourism in the region.
High	10	0.738	1.046	3.689	0.879**	The bodies concerned with tourism encourage the private sector to invest in tourism projects set up in Al-Baha area.
High	11	0.735	1.083	3.674	0.887**	The authorities concerned with tourism provide qualified personnel to handle tourism activities in Al-Baha region.
Moderate	14	0.714	1.124	3.568	0.863**	The agencies concerned with tourism are interested in providing training that contributes to increasing the capabilities and capabilities of tourism workers in Al-Baha region.
High	4	0.758	1.112	3.789	0.855**	Tourism authorities are concerned with rehabilitating traditional villages and building tourist villages that contribute to increasing tourism capabilities in Al-Baha region.
Moderate	15	0.709	1.106	3.547	0.863**	Tourism agencies provide the necessary support to the population working in tourism activities in the Baha 'a area.
High	2	0.762	0.990	3.811	0.860**	Tourism agencies are interested in providing all forms of support for the annual festival of the Baha 'a region.

High	9	0.739	1.055	3.695	0.890**	Tourism agencies provide all means of promoting and marketing tourism activities in the Baha 'a area.
High	8	0.742	1.000	3.711	0.855**	Tourism agencies are interested in promoting festivals and actors through the private sector and non-profit organizations to develop tourism in the Baha 'a region.
High	5	0.755	0.979	3.774	0.852**	Tourism agencies raise community awareness of the importance of providing the necessary support for tourism activities.
High	6	0.749	1.013	3.747	0.872**	Tourism agencies are interested in organizing tourism programmes that contribute to increasing individuals' awareness of the need to preserve the environment when carrying out tourism activities.
High	3	0.761	0.986	3.805	0.848**	Tourism agencies aim to achieve the tourism development required in the Baha 'a region to conform to the Kingdom's Vision 2030 in the field of tourism.
High	7	0.748	1.009	3.742	0.795**	Tourism agencies are interested in utilizing modern technology to provide the best methods through which to support and support tourism activities.
High			1.033	3.715		Overall average

*0.01 a significant p value

From the previous table No. (2), it was shown that all correlation transaction values were statistically significant at the level (0.01).

When examining the phrases of the tourism development axis in terms of the value of the higher relative weight from the study sample point of view, the phrase (Many museums are developed and established in the courtyard area to preserve and protect the monuments in the area) is the most important phrase with a relative weight of 0.771 at a high level of approval, while the phrase was (Tourism agencies are working to provide the necessary support to the population working in tourism activities in the Baha 'a area) The least important phrase at a relative weight of 0.709 at an average approval level, and the phrases of the focus of volunteer activity were found to be (11) in the high level of approval, and (4) in the medium level of approval; This demonstrates the high level of awareness among members of the sample study of the role played by the relevant agencies in the pursuit of tourism development in the Baha 'a region, where the overall average was 3.715 by a standard deviation of 1.033

Second: Study Hypothesis Test

"There is a statistically significant impact of voluntary activity on the tourism development of the courtyard"

The research assumes that there is a statistically significant impact of volunteer activity on the tourism development of the courtyard area. The researcher used the Pearson coefficient method and the simple regression equation method, and the results are as follows:

Table No. 3: Value of the correlation factor between voluntary activity and tourism development in the Baha 'a region

Level of tourism development	Variable
0.714**	Level of voluntary activity

* * Statistically significant at 0.01

Source: Results of the programme's statistical analysis SPSS 23

The previous table (3) shows a statistically significant moral expulsion correlation between the variable level of voluntary activity and the variable level of tourism development in the courtyard area at a moral level of 0.01; This shows the validity of the imposition of the study and demonstrates an expulsive impact of the level of voluntary activity on the level of tourism development in the courtyard area.

The simple regression equation has been calculated between both the variable level of voluntary activity - the independent variable - and the variable level of tourism development in the area of the yard - the variable. The results are as follows:

Table 4: Impact of voluntary activity on tourism development in the Baha 'a region

P-VALUE	F	T	B
0.000	195.900**	13.996**	0.903

Table 4 shows the morale of the model as a whole. The value of F was moral at the level of 0.01 and a statistically significant impact of the level of voluntary activity on the level of tourism development of the Baha 'a region at the level of 0.01. The higher the level of voluntary activity by 1%, the higher the level of tourism development of the Baha' a region by 0.903%.

Study tool stability: Alpha Cornbach coefficient was calculated for questionnaire axis phrases and the results were as follows:

Table No. (5): Persistence factor for questionnaire axes

Number of statements	Cornbachcoefficient	Axes
17	0.933	The volunteer activity
15	0.971	The tourism development
32	0.969	Total questionnaire statements' form

The value of the Alpha constant factor is greater than 0.6 for all the axes of the questionnaire form; This confirms the validity and relevance of the questionnaire's phrases.

Chapter V

Conclusions and Recommendations

Conclusions

- The high level of awareness among tourists visiting the Baha 'a area of the importance and benefits of voluntary activity.
- The high level of awareness among tourists and visitors to the Al-Baha 'a region of the role played by the relevant agencies in order to achieve tourism development in the region.
- The level of turnout of individuals in the Baha 'a area for voluntary activity and the level of tourism development in the Baha' a area.

Accordingly, the researcher recommends that:

- Work to further disseminate the concept of voluntary activity among all individuals in general, the youth group, school students and universities in particular through training courses and programmes, which is in line with the objectives of the Kingdom's Vision 2030.
- Further research and studies on the impact of volunteerism on all factors influencing individuals' performance and productivity.
- Provide all possibilities and needs through which the levels of volunteerism among young people can be increased and institutions and organizations can benefit from this activity.

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Appendix

Questionnaire Form

Impact of voluntary activity on tourism development in the Baha 'a region

Honorary Brother/Supernatural Sister...

Greetings and after...

The survey aims to identify the impact of voluntary activity on tourism development in the Baha 'a region.

Given the quality of tourism services provided to you during your visit to the Baha' a area, please answer the questionnaire questions thoroughly and objectively.

The data obtained through your answers will be used for scientific research purposes only and will be kept in full confidentiality.

You are very grateful for your cooperation.

Researcher

First: Personal Characteristics:

Gender Age Scientific qualification

Second: questionnaire phrases ; First Axis: Volunteer Activity

Totally not agree	Not agree	Neutral	Agree	Totally Agree	Sentences	M.
					Schools in the Al-Baha area spread the culture of volunteer activity in the field of tourism among students.	1
					Educational bodies and institutions are concerned with increasing society's awareness of the importance of voluntary activities and their role in achieving the required community development.	2
					Students in Al Baha are interested in participating in voluntary activities carried out in the field of tourism.	3
					Individuals in the Baha 'a area are interested in providing voluntary services to support and develop the capabilities of tourism activities in the region.	4
					The media contributes to raising individuals' awareness of the importance of voluntary activity in tourism.	5
					Social media sites and digital platforms contribute to the development of the community's awareness of the importance of voluntary activities in the field of tourism.	6
					Bodies and ministries are interested in encouraging individuals to participate in voluntary activities in order to serve the community.	7
					Voluntary activity contributes to providing the right environment for the work of projects and activities in all fields.	8
					Volunteerism contributes to improving individuals' mental image of the region.	9

					Participation in voluntary activities contributes to increasing individuals' ability to make decisions on various occasions.	10
					Voluntary activities increase individuals' ability to assume responsibility and commitment to fulfil the tasks required of them.	11
					Voluntary activities contribute to increasing individuals' ability to manage time and effort.	12
					Through voluntary activities, individuals make the best use of their time and effort.	13
					Voluntary activities contribute to the provision of unavailable services required by the community.	14
					Volunteer activities work towards the future objectives of projects in various fields.	15
					Voluntary activities contribute to increasing individuals' loyalty and belonging to their community.	16
					Voluntary activities reflect individuals' love for the environment in which they live.	17

Second Axis: Tourism development

Totally not agree	Not agree	Neutral	Agree	Totally Agree	Sentences	M.
					Tourism agencies are concerned with the development of tourist accommodations and capabilities in the Baha 'a area.	1
					Many museums are developed and created in the courtyard area to preserve and protect the monuments found in the area.	2
					Many tourism projects are being set up to provide the services and activities required by tourism in the region	3
					Tourism agencies encourage the private sector to invest in tourism projects established in the Baha 'a region	4
					Tourism agencies provide qualified human resources to deal with tourism activities in the Baha 'a area	5
					Tourism agencies are interested in providing training that contributes to increasing the capacities and capabilities of tourism workers in the Baha 'a region	6
					Tourism agencies are interested in rehabilitating heritage villages and building tourist villages that contribute to increasing the tourism capacities of	7

					the Baha 'a region	
					Tourism agencies are working to provide the necessary support to the population working in tourism activities in the Baha 'a area	8
					Tourism agencies are interested in providing all forms of support for the annual festival of the Baha 'a region	9
					Tourism agencies provide all means of promoting and marketing tourism activities in the Baha 'a region	10
					Tourism agencies are interested in promoting festivals and events through the private sector and non-profit organizations to develop tourism in the Baha 'a region	11
					Tourism agencies are working to raise the level of community awareness of the importance of providing the necessary support for tourism activities	12
					Tourism agencies are interested in organizing tourism programs that contribute to increasing the level of awareness of individuals about the need to preserve the environment when carrying out tourism activities	13
					Tourism agencies aim to achieve the tourism development required in the Baha 'a region to conform to the Kingdom's Vision 2030 in the field of tourism	14
					Tourism agencies are interested in utilizing modern technology to provide the best ways in which to support and support tourism activities	15

Thanks for you support ,,