



Recreational Use on Both Sides of Tanta-El-Mahalla El-Kubra Road, Gharbia Governorate, Egypt A Case Study of Event Venues

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ABSTRACT

Recreation is an essential part of human life, and its forms vary depending on individual interests and the surrounding social context. Recreational activities can be group or individual, effective or ineffective, outdoor or indoor, healthy or unhealthy, beneficial or harmful to society. The list of familiar activities is almost endless, encompassing most activities performed by humans. Public places such as parks and beaches are fundamental for practising recreational activities. Recreation offers attract many visitors, and recreation is often supported by their establishment, maintenance, and organization. As for commercial projects related to entertainment, they are considered significant contributors to the economy. One of the most prominent features of the recreational function is that it is one of the functions that received great attention from planners to the extent that some of them suggested building cities surrounded by green lands, called garden cities. Rural areas are characterized by tranquility, natural beauty, clear weather, and a sense of social cohesion. Tanta–El-Mahalla El-Kubra Road has now become one of the most attractive roads for event venues that spread on its both sides, away from the hustle and bustle of the city, as there are 35 halls within a distance of no more than 25 km.



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Highlights

- We show the stages of constructing Tanta–El-Mahalla El-Kubra Road, and the event venues focused on its both sides.

- Justification of the factors for choosing the current event venues locations.
- The issue of classifying venues on the basis of several variables is crucial to highlight the differences between them.

- We discuss the different characteristics of those working in event venues.
- Quantitative analysis revealed that the venues on the western side of the road are twice as numerous as those on the eastern side.

Introduction

A road may be attractive to services in its various forms, and at other times services are the reason for its establishment. As for the current situation, it turns out that Tanta-El-Mahalla El-Kubra Road has been the reason for the emergence of event venues on its both sides since 1982. That is, it is what has attracted them. This began with a hall, and then its numbers developed until it reached 35 halls in 2023.

Recreation services have many forms and types, whether wired or wireless, and whether terrestrial or via satellite. The duration of recreation varies from one individual to another according to several personal considerations, the most important of which are the financial factor and free time.

The recreation phenomenon is a true reflection of the environmental differences between the recreation area and the rest of the regions. Entertainment represents part of one-day tourism. Thus, the tourist movement is a true measure of development in various means of transportation (Bakir, 2002).

Recreation (entertainment) is considered a requirement at present amid the crowded daily life with many concerns, the hustle and bustle of life, technological progress, and the demands of the age.

Aim of the study:

The study aims to achieve the following objectives:

- Identifying the stages of constructing event venues on both sides of Tanta-El-Mahalla El-Kubra Road.
- Showing the geographical distribution of event venues.
- Highlighting the most important factors influencing the selection of event venue locations.
- Determining the spatial characteristics of event venues.

- Explaining the characteristics of workers in event venues.
- Identifying the problems facing hall owners and attendees.

Previous Studies:

The focus was on some studies that addressed the evolution of the geography of entertainment. Notable among them is Wolfe's (1964) study on outdoor recreation, and Mitchell's (1969) study which reviewed previous studies on recreation, leisure, and tourism. Mercer's (1970) study also dealt with the geography of tourism, its development, and its research requirements. Zurick's (1992) study focused on recreation, leisure, and tourism.

Methods and Procedures:

The researcher utilized various methodologies and approaches, including the historical approach, the regional approach, and the system analysis approach, in addition to using the quantitative and cartographic methods, the field study, and the questionnaire which covered most aspects of the study.

Study Area:

The study area is situated along Tanta–El-Mahalla El-Kubra Road within the Gharbia Governorate, connecting the cities of Tanta and El-Mahalla El-Kubra. It passes through the lands of Tanta and El-Mahalla El-Kubra and begins at the intersection of latitude 08°47'30" North and longitude 06°59'30" East (Tanta). The road concludes at the intersection of latitude 08°57'30" North and longitude 08°09'31" East (El-Mahalla El-Kubra), covering a distance of 25 km.

First: The Evolution of Tanta-El-Mahalla El-Kubra Road:

Transportation routes represent a tangible expression of the civilization that thrives in a region or locality, with their appearance changing over time based on the advancement or regression of civilization. No matter how much the civilization changes—although it will not disappear—its effects will remain, including transportation routes that subsequent

civilizations may use again (Bagh, 1963, p. 7).

Land transportation is the oldest mode of transportation known to humans and this is natural considering that the land is the man’s homeland, the stage for human life, and the

major field for various economic activities. Consequently, human movements and problems were initially limited to land for a long period, forming the early stages of human civilization (Al-Zouka, 1997, p. 101).

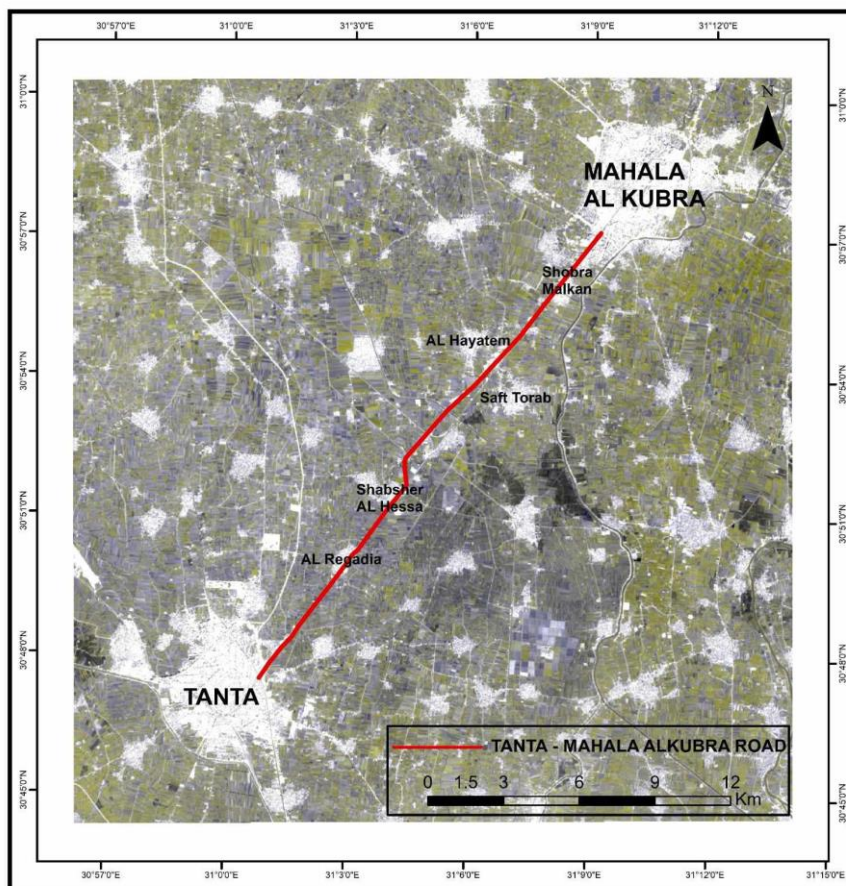


Figure 1. Tanta-El-Mahalla El-Kubra Road

Tanta-El-Mahalla El-Kubra Road remained unpaved until 1945, as it is the case with other roads in the Egyptian Delta. The watercourse bridges and levees that divided agricultural land served as the sole land transportation routes in the country throughout ancient history, significantly reducing the need for new land routes.

The paving of Tanta-El Mahalla El-Kubra Road began in 1945 from Tanta towards El-Mahalla El-Kubra. Numerous expansions and re-drainage were undertaken several times in different years. Until now (2023), the road consists of two directions, each with a width of 15 meters, a central island width of 3 meters, and shoulder width of 2 meters, all of which are

paved.

The road starts from the city of Tanta (the capital of Gharbia Governorate) at the intersection of latitude 08°47'30" North and longitude 06°59'30" East, heading northeast, passing through the northern outskirts of Tanta center. It then crosses the lands south of El-Mahalla El-Kubra center, ending at the city of El-Mahalla El-Kubra at the intersection of latitude 08°57'30" North and longitude 08°09'31" East, covering a distance of 25 km. The road passes through several villages, including Al-Rajdia, Hessa Shabshir, Shabshir Al-Hessa, Mahla Rouh, Saft Turab, Al-Hayatim, Meneat Shentna Ayash, and Shabra Malkan, in addition to numerous estates and hamlets.

Second: The Emergence of Event Venues on Both Sides of Tanta-El- Mahalla El-Kubra Road:

The event venues on both sides of the road represent a land use pattern that reflects human interaction with and adaptation of the land for various purposes to serve the dynamics of life.

This is accomplished through a comprehensive survey of a specific area over a limited period, tracking the changes that occur. The total number of event venues on both sides of Tanta-El-Mahalla El-Kubra Road is 35, with 12 halls on the eastern side and 23 halls on the western side, as indicated in [Table 1](#).

Table 1. Event venues on both sides of Tanta–El-Mahalla El-Kubra Road

m	Hall name	Date created	m	Hall name	Date created
1	Al-Shams	1998	19	Maryland	1982
2	Golden Five	2010	20	Hamama	2022
3	Bella Vita	2019	21	Plaza	2016
4	Cast Lavie	2013	22	Palace of Dreams	2015
5	Valley of the Moon	2004	23	One Thousand and One Nights	2000
6	Dahab	2001	24	Porto	2019
7	Villa Dahab	2020	25	Al Masa	2020
8	Solitaire	2005	26	Grand Venice	2012
9	Viola	2022	27	Party House	2014
10	La Rose	2017	28	Cupid	2008
11	Salzburg	2023	29	Paris Café	2021
12	Meadow Park	2002	30	Dream House	2014
13	Cape Tales	2015	31	Heaven	2023
14	Crystal Plus	2010	32	Marriott	2016
15	Grand Babylon	1985	33	Green Gold	2021
16	Con Card	2017	34	Elkial	2009
17	Marshal	2013	35	Tulip	2022
18	Grand L'amour	2012			

(*) **Source:** Field study from January 15 to April 20, 2023.

Analysis of Table 1:

From the analysis of the data in [Table 1](#), the construction stages of event venues on Tanta-El-Mahalla El-Kubra Road can be divided into three stages as follows:

- The First Stage:** This stage began before the year 2000 and represents the initial indications of event venue construction. Only three halls were established during this period: Maryland (1982), Grand Babylon (1985), and Shams (1998), accounting for 6.8% of the total halls. Despite the limited number of halls constructed in this period, it serves as the first nucleus that grew and multiplied with the addition of more halls.
- The Second Stage:** Starting from the year 2000 until 2010, seven halls were constructed, accounting for 20%. These halls include One Thousand and One Nights (2000), Dahab (2001), Medo Park (2002),

Wadi Al- Qamar (2004), Solitaire (2005), Al Khayal (2009), and Golden Five (2010). This stage marks the beginning of the leap in event venue construction.

- The Third Stage:** This stage extends from 2011 to 2023 and is the largest stage in the construction of event venues. During this period, 25 halls were built, accounting for 71.4%, as shown in [Table 1](#). This significant increase is attributed to encroachments on agricultural lands on the side of the road for building event venues due to the security instability following the January 2011 revolution in Egypt, specifically during the period from 2011 to 2014.

Third: Geographic Distribution of Event Venues on Both Sides of Tanta-El-Mahalla El-Kubra Road:

The selection of event venue locations is

determined by the surrounding environment and the location that aligns with it, as well as easy accessibility. Since event venues, as economic activities containing celebration halls, meeting spaces, restaurants, cafes, and entertainment

facilities; they require extensive spaces that are not readily available within cities. The geographic distribution of event venues on Tanta-El- Mahalla El-Kubra Road is illustrated in Figure 2.

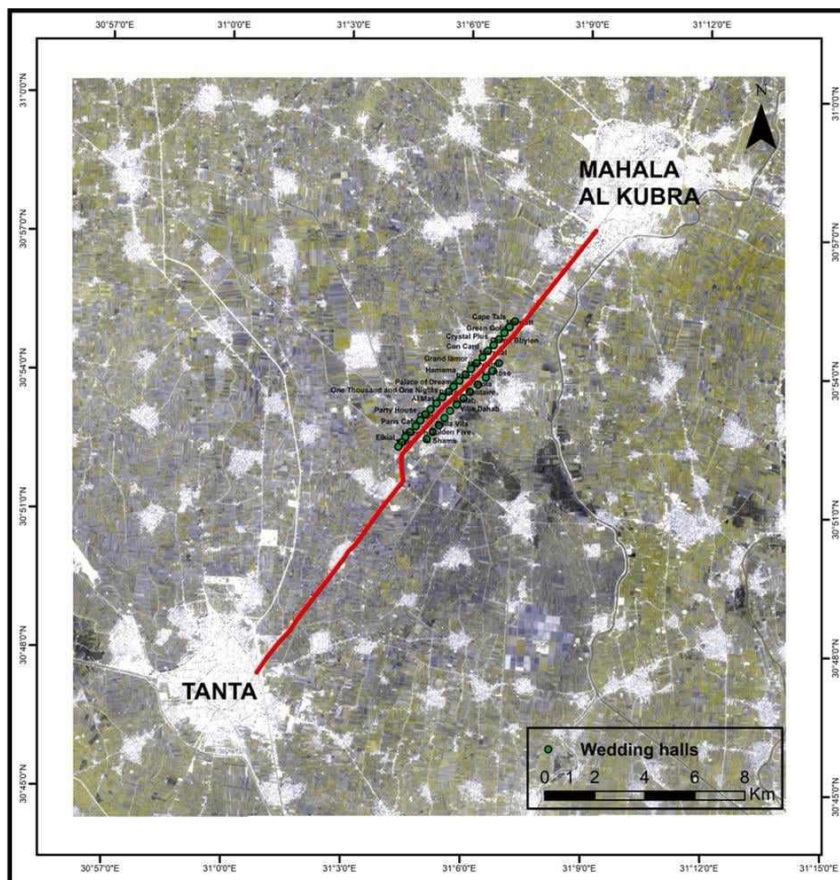


Figure 2. Location of event venues on both sides of Tanta-El-Mahalla El-Kubra Road

The road consists of two directions, thus having an eastern side and a western side. The distribution of the halls on both sides is as follows:

A - Halls on the Eastern Side: On the eastern side of the road, there are (12) halls, constituting 34.3% of the total. All of them are located in the vicinity of Mala Rooh and Safat Turab. The scarcity of halls on the eastern side of the road is attributed to the railway line (Tanta-El-Mahalla El-Kubra) along its entire route except for the Mala Rooh and Safat Turab areas. The halls on the eastern side include (Al-Shams, Golden Five, Bella Vita, Castello Lavi, Wadi Al Qamar, Dahab, Villa Dahab, Solitaire, Fiola, La Rose, Salzburg, Mido Park).

B - Halls on the Western Side: The number of halls on the western side is (23) halls, representing 65.7%. These halls are located in the areas of Al Rajdia, Mala Rooh, Safat Turab, Al Hayatim, Moneia Shetna Ayash, and Shubra Malkan. The reason for the increase in their number on the western side is the vast agricultural land and the absence of any obstacles to expanding the construction of such halls. The halls on the western side include (Cube Tails, Marriott, Green Gold, Crystal Plus, Grand Napoleon, Concard, Marshall, Grand Lamour, Maryland, Hamama, Plaza, Qasr Al Ahlam, One Thousand and One Nights, Porto, Al Masa, Grand Venice, Party House, Cupid, Paris Café, Dream House, Haven, Tulip, Imagination).

- Geographic Distribution of the Halls in Relation to the Villages Along the Road:

Event venues are spread on both sides of Tanta-El-Mahalla El-Kubra Road across only six villages. The top-ranking village is Al-Hayatim (13 halls), constituting 37.1%. This is attributed to being the initial nucleus for the development of these halls with the construction of Maryland Hall (1982) and Grand Babylon Hall (1985). In the second position, there exists the village of Safat Turab (11 halls), representing 31.4%. Thus, Al- Hayatim and Safat Turab villages together account for 24 halls, making up 68.5% of the total halls on both sides of the road.

The remaining halls (16 halls) are distributed among four villages. In the third position, there exists the village of Mala Rooh (4 halls), accounting for 11.4%. In the fourth position, there is the village of Shubra Malkan (3 halls),

representing 8.6%. In the fifth and final position, there are both Al-Rajdia and Moneia Shetna Ayash villages, with a rate of (2 halls) for each village, with a total of (4 halls), at a rate of 11.4%.

- Factors for Choosing Event venues Locations:

The choice of event venue locations is determined by both the surrounding environment and the harmonious location with it. Economic uses extend on both sides of the main roads that extend from the central business district. These uses have emerged in these areas outside the urban scope (Al-Nahas, 1998, p. 40).

The survey distributed to the owners of event venues revealed factors influencing the choice of event venue locations, encompassing 7 elements as outlined in Table 2.

Table 2. Reasons for Choosing Current Event Venue Locations

Reasons for choosing current locations	Proximity to the road	Low land prices	Availability of spaces	The presence of establishments practicing the same activity	Away from the crowds of cities	Land he owns and wants to invest in	The presence of a railway line	Total
The number	9	8	8	5	2	2	1	35
The ratio	25.7%	22.9%	22.9%	14.3%	5.7%	5.7%	2.8%	100%

(*) **Source:** Survey results.

Reasons for Choosing Current Event Venue Locations (Continued):

1. Proximity to the Road (25.7%): The road's proximity tops the list, providing easy access and significant traffic, allowing for increased visitors. Accessibility on fast transit routes plays a significant role in the establishment and localization of promotional services in suburban and peripheral areas, particularly where land is more available (Mouslehi, 2001, p. 307). This emphasizes that Tanta–El-Mahalla El-Kubra Road was the main factor in the localization of event venues due to its easy accessibility.

2. Affordable Land Prices (22.9%): Affordability of land prices ranks second among the reasons for choosing current event venue locations. Lower land prices outside urban areas, compared to prices within cities, are essential for investing outside the city, especially since such activities require extensive spaces at cost-

effective rates for investors. According to field studies, all event venues on both sides of Tanta–El-Mahalla El-Kubra Road were established on agricultural land due to its affordability and expansive nature, allowing for future expansions.

3. Availability of Space (22.9%): Availability of space also ranks second, tied with affordable land prices at 22.9%. Event venues require large and spacious areas due to the variety of services they offer to their patrons. Some urban activities and uses tend to move towards peripheral areas of urban regions, such as industry, central functional educational institutions (universities and higher schools), healthcare, and entertainment, due to the abundance of large spaces in cheap lands in these margins and suburbs, which these costly institutions generally require (Mouslehi, 2008, p. 236).

4. Presence of Similar Facilities (14.3%): The existence of facilities engaged in the same activity comes in the fourth place at 14.3%. This factor indicates the competitive interconnection of this activity. Having similar and integrated services tend to be adjacent within the same location to maximize cost savings in total operating expenses and establishment.

5. Away from Urban Congestion (5.7%): Ranking fifth is avoiding urban congestion, with a percentage of 5.7%. Some services tend to localize in the margins or suburbs due to their need for extensive land areas. Events are often associated with crowds and large gatherings, necessitating large spaces in vast areas that are not available within cities. This also allows for the utilization of green areas and parks, which are not present within cities but are available on their outskirts.

6. Owning Land and Wanting to Invest (5.7%): Ranking fifth is owning land and wanting to invest, with a percentage of 5.7%. All event venues on Tanta–El-Mahalla El-Kubra Road were established on agricultural land owned by their owners.

7. Presence of a Railroad Line (Tanta–El-Mahalla El-Kubra) (2.8%): The presence of a railroad line ranks seventh and last, with a percentage of 2.8%. The railroad line aligns with the paved road (Tanta–El-Mahalla El-Kubra) from its beginning to its end, except for the areas of the villages Muhlat Rouh and Safat Turab. This alignment has aided in the construction of many event venues in these areas. Simultaneously, the railroad line can be utilized in transporting many event venue attendees, especially those without private vehicles.

Fifth: Spatial Characteristics of Event Venues:

The Central Agency for Public Mobilization and Statistics defines an establishment as any location situated in a building or part of a building, or several connected buildings, designated for a specific type of activity. It is a fixed place where an activity is carried out (Central Agency for Public Mobilization and Statistics, 1986).

The activity and establishment have been defined according to the International Standard Industrial Classification of All Economic Activities issued by the United Nations as the use of inputs (capital, labor, etc.) to produce outputs. The outputs resulting from the practice of activities can be transferred or sold to other units. The main activity of any economic entity is the one that contributes the most to the entity's added value, ranging from top to bottom (United Nations, 2009, p. 30).

The table below outlines the spatial characteristics of event venues on both sides of Tanta–El-Mahalla El-Kubra Road:

1. Classification of Halls According to Area:

The total area of halls (event venues, restaurants, gardens, parking lots, parks, cafes, etc.) varies from one hall to another. This variation is based on land ownership, land prices, and the economic status of the investor. The architecture and design of halls are essential tasks. The construction of large halls with their diverse services, activities, and facilities requires high skill and precise specialization to complete without technical errors that investors and management may face later during project administration. Table 3 illustrates the areas of event venues.

Table 3. Areas of event venues on both sides of the Tanta-El-Mahalla El-Kubra Road, m²

Hall	Area	Hall	Area	Hall	Area	Hall	Area
Al-Shams	700	La Rose	600	Maryland	2200	Cupid	2400
Golden Five	500	Salzburg	2000	Hamama	2300	Paris Café	3000
Bella Vita	600	Meadow Park	12800	Plaza	12600	Dream House	650
Cast Lavie	1500	Cape Tales	450	Palace of Dreams	350	Heaven	1300
Valley of the Moon	3850	Crystal Plus	2000	One Thousand and One Nights	1100	Marriott	1200
Dahab	800	Grand Babylon	3500	Porto	1800	Green Gold	750
Villa Dahab	900	Con Card	2100	Al Masa	7500	Elkial	5000
Solitaire	1200	Marshal	25200	Grand Venice	450	Tulip	800
Viola	1000	Grand L'amour	3500	Party House	1200	Total	107800

(*) **Source:** Field study.

Event venues can be divided into three levels according to the area based on the data in Table (3) as follows:

The First Level includes halls with an area of less than 1000 m², numbering 12 halls, accounting for 34.3% of the total number of halls. These include (Al-Shams, Golden Five, Bella Vita, Dahab, Villa Dahab, La Rose, Cape Hills, Hamama, Porto, Cupid, Heaven, Tulip). The total area of these halls is 7550 m², representing 7% of the total area.

The Second Level encompasses halls with areas ranging from 1000 to 4000 m², totaling 18 halls, accounting for 51.4% of the total halls on the road. These include (Cast La Vie, Wadi Al-Qamar, Solitaire, Viola, Salzburg, Marriott, Green Gold, Crystal Plus, Con Carte, Marshall, Grand Lamour, Plaza, Palace of Dreams, Diamond, Grand Venice, Party House, Paris Café, Dream House). The total area of these halls is 37,150 m², representing 34.5% of the total area.

The Third Level contains halls with areas exceeding 4000 m², totaling only 5 halls, accounting for 14.3%. These include (Mido Park, Grand Babylon, Maryland, One Thousand and One Nights, Imagination) with a total area of 63,100 m², representing 58.5%. Thus, this level ranked first due to the large areas of these halls.

2- Classification of halls according to the number of floors and heights:

There are some halls that consist of one floor, others of two floors, and others of more than two floors. There is a close correlation between the number of floors and the number of halls. The field study has shown that halls with multiple floors have an event venue on each floor, except for some spacious halls where halls are constructed next to each other, such as (Wadi Al-Qamar, Salzburg, Grand Babylon, Grand Lamour, Maryland, Grand Venice). [Table 4](#) shows the number of floors and the number of event venues.

Table 4. Number of floors and event venues on both sides of Tanta-El-Mahalla El-Kubra Road

Hall	Number of floors	Number of event venues	Hall	Number of floors	Number of event venues	Hall	Number of floors	Number of event venues
Al- Shams	3	2	Cape Tales	2	1	Al Masa	3	7
Golden Five	2	2	Crystal Plus	3	3	Grand Venice	1	1
Bella Vita	1	1	Grand Babylon	1	1	Party House	1	2
Cast Lavie	1	1	Con Card	4	3	Cupid	1	3
Valley of the Moon	1	7	Marshal	1	7	Paris Café	1	2
Dahab	2	1	Grand L'amour	2	2	Dream House	3	3
Villa Dahab	3	3	Maryland	3	3	Heaven	1	1
Solitaire	1	1	Hamama	2	4	Marriott	1	2
Viola	2	1	Plaza	1	9	Green Gold	1	1
La Rose	1	1	Palace of Dreams	2	2	Elkial	4	4
Salzburg	1	2	One Thousand and One Nights	2	2	Tulip	1	1
Meadow Park	4	3	Porto	2	2	Total	65	91

(*) **Source:** The field study.

From the analysis of [Table 4](#), the following points are evident:

A - Number of Floors: Halls vary in the number of floors, ranging from one floor to four floors, leading to an increase in the number of event venues. Some halls use the first floor for various purposes such as (a restaurant, an amusement park, a café, a swimming pool, etc.), while others use it as an event venue. The number of halls consisting of one floor is 17 halls, accounting for 48.6%. Halls with two floors are 9 halls, representing 25.7%. Halls with three floors are 6 halls, constituting 17.1%, and finally, halls with four floors amount to 3 halls, accounting for 8.6%.

B - Number of Event Venues: The total number of halls is 35, and they contain a total of 91 event venues, as one hall may have more than one event venue. Some halls have one event venue, others have two, and so on. From [Table 4](#), it is evident that halls with one event venue are 12 halls, representing 34.3%, halls with two

event venues are 10 halls, accounting for 28.8%, halls with three event venues are 7 halls, constituting 20%, and there are 3 halls with seven event venues, amounting to 8.6% of the total halls. Finally, there is one hall with 9 event venues, making up 2.9%.

2- Classification of halls according to the area and location of the garage:

Investment in tourism infrastructure often requires evaluation in terms of potential expansion of the tourism base, tourism excellence, and contribution to economic growth ([Banerjee et al., 2010, P.769](#)). Event venues located on both sides of Tanta-El-Mahalla El-Kubra Road usually require parking spaces for attendees to avoid traffic congestion. This can be clarified through the study of garage areas and their locations in relation to the roadside. Some halls have their private garage, while others use the roadside as a parking space, as shown in [Table 5](#).

Table 5. Garage areas and locations

Hall	Garage area	Garage location	Hall	Garage area	Garage location	Hall	Garage area	Garage location
Al- Shams	-	Roadside	Cape Tales	70	private	Al Masa	400	private
Golden Five	60	private	Crystal Plus	40	private	Grand Venice	-	Roadside
Bella Vita	80	private	Grand Babylon	-	Roadside	Party House	-	Roadside
Cast Lavie	350	private	Con Card	120	private	Cupid	-	Roadside
Valley of the Moon	-	Roadside	Marshal	200	private	Paris Café	-	Roadside
Dahab	-	Roadside	Grand L'amour	600	private	Dream House	-	Roadside
Villa Dahab	-	Roadside	Maryland	-	Roadside	Heaven	100	private
Solitaire	-	Roadside	Hamama	800	Roadside	Marriott	400	private
Viola	-	Roadside	Plaza	100		Green Gold	-	Roadside
La Rose	120	private	Palace of Dreams	60	Roadside	Elkial	-	Roadside
Salzburg	-	Roadside	One Thousand and One Nights	400	private	Tulip	-	Roadside
Meadow Park	160	private	Porto	-	private	Total	3660	

(*) **Source:** The field study.

From the analysis of the numbers in [Table 5](#), it is evident that some halls use the roadside as a car garage, leading to traffic variations during peak arrival times. The number of these halls is 19, accounting for 54.3% of the total halls. The remaining halls, numbering 16 and representing 45.7%, have private garages with a total area of 3660 square meters.

Garage areas vary from one hall to another. Some halls have garage areas less than 100 square meters, such as (Golden Five, Bella Vina, Cape Tills, Marriott, Palace of Dreams). Other halls have garage areas ranging from 100 to 200 square meters, like (La Rose, Mido Park, Crystal Plus, Grand Babylon, Plaza, Paris Café). There are also halls with garage areas exceeding 200 square meters, namely (Caste La Vie, Con Card, Maryland, One Thousand and One Nights, Dream House).

3- Event Venues Amenities:

Rural communities interested in developing the tourism market often contemplate building major attraction areas or combining several smaller attraction areas or benefiting from unique leadership experiences and attraction areas along roads. Other key factors for the tourism leadership market include safe and efficient roads, signage, information, and visitor

services. Among the important amenities to event venues are:

A - Gardens: Gardens attached to event venues are used for leisure, recreation, and children's play during events inside the halls. The number of halls with gardens is 22, accounting for 62.9% of the total halls, with areas ranging from 200 to 3500 square meters.

B - Cafés: All event venues have cafés, but some are associated with gardens, while others are independent without gardens. Cafés serve hot and cold drinks, as well as dry and light snacks for attendees.

C - Restaurants: Restaurants are used to offer various types of meals based on visitors' preferences. There are restaurants in only 12 halls, representing 34.3% of the total halls, with areas ranging from 150 to 450 square meters.

D - Swimming Pools and Amusement Parks: The presence of swimming pools and amusement parks in event venues is very limited, found only in two halls, accounting for 5.7%—these are Grand Babylon Hall and Maryland Hall.

Sixth: Event Venues Staff:

All event venues have staff for cleaning, serving meals, and providing drinks to attendees, as well as security personnel. This staff can be

permanent, consisting of a small number of individuals, or temporary, employed only during

events. Table 6 illustrates the number of staff members in the event venues.

Table 6. Number of staff members in event venues

Hall	Number of Workers	Hall	Number of Workers	Hall	Number of Workers	Hall	Number of Workers
Al-Shams	11	La Rose	12	Maryland	100	Cupid	10
Golden Five	8	Salzburg	9	Hamama	6	Paris Café	6
Bella Vita	10	Meadow Park	35	Plaza	6	Dream House	10
Cast Lavie	15	Cape Tales	8	Palace of Dreams	6	Heaven	6
Valley of the Moon	15	Crystal Plus	15	One Thousand and One Nights	70	Marriott	25
Dahab	12	Grand Babylon	300	Porto	5	Green Gold	10
Villa Dahab	20	Con Card	5	Al Masa	5	Elkial	20
Solitaire	8	Marshal	10	Grand Venice	15	Tulip	7
Viola	10	Grand L'amour	18	Party House	9	Total	841

(*) **Source:** The field study.

From the analysis of the numbers in Table 6, event venues can be divided into three levels based on the number of workers in each hall, as follows:

- Level One:** This includes halls with fewer than 10 workers, totaling 13 halls, accounting for 37.1% of the total halls. The total number of workers at this level is only 88, representing 10.5% of the total workforce.
- Level Two:** Encompassing halls with a workforce ranging from 10 to 50 workers, this level includes 19 halls, constituting 54.3% of the total. The number of workers at this level is 283, making up 33.6% of the total workforce.
- Level Three:** This level includes halls with more than 50 workers, comprising only 3 halls, or 8.6% of the total halls. However, this level ranks first in terms of the number of workers, reaching 470 workers, which is 55.9% of the total workforce.

B- Characteristics of Event Venues Workers:

These characteristics vary across gender, age, marital status, in addition to the place of residence (origin), work trip, and the cost of the trip to work, as follows:

- Gender Composition:** The field study reveals that males dominate the workforce in event venues, constituting 97.3% of the total workers. In contrast, females make up only 2.7%, attributed to the nature of the halls operating mostly at night. The few females employed often work in some halls during

the day, handling food and beverage services and cleaning.

- Age Composition:** The survey categorized workers into four age groups. The age group of 20 to 40 years old ranks first, representing 63.1% of the workforce, followed by the age group below 20 years old at 18.9%. The total percentage of these two age groups is 82.0%, as they are more capable of working for longer periods. The age group of 40 to 60 years old ranks third at 15.6%, while the age group above 60 years old is the lowest.
- Marital Status:** There is a close relationship between marital status and age. The survey indicates that 69.7% of the workforce is single, ranking first. The married category is second at 16.5%, reflecting the financial challenges faced by some workers. The divorced category is at 9.3%, and the widowed category is the lowest at 4.5%.
- Place of Residence:** The term "place of residence" refers to where workers live (their hometown). The geographical location plays a significant role in supplying workers to event venues on both sides of Tanta-El-Mahalla El-Kubra Road. The survey analysis shows that El-Mahalla El-Kubra is the leading location, with 57.3% of workers, followed by Tanta at 32.8%. Together, these two locations account for 90.1% of the workforce. The remaining percentage (9.9%) comes from other areas like Samannoud, Sanntah, Zefta, and Qutur.

5. **Educational Status:** The educational status of event venue workers often influences their interactions with attendees. The higher the educational status, the more refined the

interaction. [Table 7](#) illustrates the educational status of event venues workers in 2023.

Table 7. Educational status of event venues workers in 2023

Educational Status	Illiterate	Can Read and write	Elementary Education	Intermediate Education	University Education	Postgraduate Education
Percentage	1.3	4.9	26.8	47.1	19.7	0.2

(*) **Source:** Survey results.

From the analysis of the data in [Table 7](#), it is evident that workers with education beyond average came in the first position with a percentage of (47.1%). In the second position, those with intermediate education constituted 26.8%. Thus, the combined percentage of workers with elementary and intermediate education is 73.9%. This is attributed to the preference of event venues owners to employ this type of workforce due to lower wages compared to those with university education.

In the third position, workers with university education accounted for 19.7%. The category of those who can read and write came in the fourth position with a percentage of (4.9%). In general, this type of workers is usually employed in security roles. The illiterate category came in the fifth position with a percentage of (1.3%), often working in the field of cleaning. The category with postgraduate education came in the sixth and last position with a percentage of (0.2%), mainly employed in accounting.

6- **Individual Income:** There is a close correlation between the individual income (the wage) and the type of work performed within event venues, whether the worker is permanent or temporary, only working during events, and the duration of work. Some workers in event venues receive a daily wage (only on event days), while others receive a monthly salary.

From the analysis of the questionnaire forms, it is evident that 61.8% of the workforce receives an average monthly income ranging from 2000 to 3000 Egyptian Pounds. The second category, which earns from 300 to 5000 Egyptian Pounds, constitutes 25.3%. In the third and last category, the workers who earn more than 5000 Egyptian Pounds are only 12.9%.

7- **Occupational Status:** The occupational status of event venues workers varies throughout the day, with some professions operating throughout the day, such as security, and others working at specific times of the day. [Table 8](#) illustrates the occupational status of event venues workers.

Table 8. Occupational status of event venues workers

Occupation	Garage attendant	Security	Amusement parks and games	Buffet	Cleaning	Restaurants	Parties service	Accountant	Administration	Total
Number	49	114	28	133	161	72	213	36	35	841
Percentage	5.8	13.6	3.3	15.8	19.1	8.6	25.3	4.3	4.2	100%

(*) **Source:** Survey results.

From [Table 8](#), it is evident that the professions in event venues are distributed across nine different occupations with varying percentages. The top-ranked occupation is parties service with a percentage of (25.3%), exceeding a quarter of the total workers. In the second position are the professions of cleaning, buffet service, and security with percentages of (19.1%, 15.8%, and 13.6%) respectively. Occupations related to restaurant workers and garage

attendants came in the third position with percentages of (8.6% and 5.8%). The fourth and last position includes the professions of accounting, administration, and entertainment/games, with percentages of (4.3%, 4.2%, and 3.3%).

Seventh: Quantitative Analysis of Event Venues:

Quantitative studies in geography have

become a prominent feature in recent times through the examination of various sports-related relationships and correlations. Charles Colby was the first to recognize the emergence of this new methodological trend, which involves the use of geographic studies for scientific theories and statistical methods. He predicted that geographic research methods would become more accurate in the near future due to the integration of quantitative methods into geographical studies (Safouh Khair, 1990, p. 227).

The following is a study on the most important quantitative analysis methods for event venues along Tanta-El-Mahalla El-Kubra Road.

1- Event Venues Density:

The density of event venues is an important geographic variable that must be considered when providing any service. The greater the density of halls in a location, the better the service tends to be, and vice versa. The density of event venues along Tanta-El-Mahalla El-Kubra Road can be determined by dividing the number of halls by the length of the road, as follows:

- Event venues Density = Number of Halls / Road Length = 35 halls / 25 km = 1.4.

This means that each kilometer is served by 1.4 halls on both sides. However, to determine the density of event venues on each side separately, the following formula was applied:

- Event venues Density on the East Side = Number of Halls on the East Side / Road Length = 12 / 25 = 0.48

This means that each 0.48 hall serves 1 km, indicating that one hall serves approximately 2 km of the road on the east side.

- Event venues Density on the West Side = Number of Halls on the West Side / Road Length = 23 / 25 = 0.92

This implies that each 0.92 hall serves 1 km, making the density of halls on the west side roughly double that on the east side.

2- Proximity or Distance from the Roadside:

The field study revealed that all event venues are located directly on Tanta-El-Mahalla El-Kubra Road, without consideration for the roadside. At the same time, the sides of the road are used as parking lots for event attendees since there are no dedicated parking facilities. This negatively affects traffic on the road, leading to various traffic accidents and resulting in numerous casualties.

3- Distribution Pattern of Event Venues:

Distribution is the essence of geographical work, sometimes seen as the science of distribution, studying different phenomena on the Earth's surface by describing, analyzing, and interpreting them. For a geographer, it is essential to determine whether a distribution includes a specific pattern or if it is merely random (Al-Saleh & Al-Syrani, 2000, p. 226). To identify the distribution pattern of event venues, the following steps were taken:

1. Record all geographic coordinates for the locations of event venues, as shown in [Table 9](#).

Table 9. Geographical coordinates of the event venues on Tanta-El-Mahalla El-Kubra Road

Hall	Latitude	Longitude	Hall	Latitude	Longitude
Al-Shams	30 53 29	31 05 14	Marshal	30 54 50	31 07 02
Golden Five	30 53 60	31 05 33	Grand L'amour	30 54 46	31 07 01
Bella Vita	30 53 58	31 06 09	Maryland	30 54 33	31 6 52
Cast Lavie	30 54 08	31 06 22	Hamama	30 54 26	31 06 31
Valley of the Moon	30 54 45	31 06 25	Plaza	30 54 20	31 06 31
Dahab	30 54 22	31 12 25	Palace of Dreams	30 54 14	31 06 30
Villa Dahab	30 54 30	31 06 31	One Thousand and One Nights	30 54 07	31 06 26
Solitaire	30 54 47	31 06 36	Porto	30 54 02	31 06 30
Viola	30 54 51	31 02 19	Al Masa	30 53 55	31 06 20
La Rose	30 54 58	31 06 40	Grand Venice	30 53 46	31 06 23
Salzburg	30 55 23	31 07 43	Party House	30 53 40	31 06 19
Meadow Park	30 55 29	31 06 50	Cupid	30 53 24	31 06 13
Cape Tales	30 55 57	31 07 48	Paris Café	30 53 18	31 06 15
Marriott	30 55 49	31 07 47	Dream House	30 53 10	31 10 22
Green Gold	30 55 40	31 07 43	Heaven	30 53 04	31 09 48
Crystal Plus	30 55 31	31 07 08	Elkial	30 49 40	31 05 11
Grand Babylon	30 55 22	31 08 27	Tulip	30 48 52	31 01 47
Con Card	30 55 15	31 09 24			

(*) **Source:** The researcher's work based on Google Earth.

The text outlines the following steps in Arabic, which can be translated into English as follows:

2. Converting paper data and maps into digital data and maps.
3. Signing all coordinates on the digital maps.

To determine the geographical distribution pattern of event venues on both sides of Tanta–El-Mahalla El-Kubra Road, the researcher employs the method of analyzing adjacency or the nearest neighbor using the following formula:

$$A = m_1 + m_2, \text{ where}$$

A = Adjacency or the nearest neighbor,

m_1 = Average actual distances between halls,

m_2 = Average expected distances between halls.

The value of A is restricted to the range (0, 2.15). If the result is less than 1, it indicates a clustered distribution. If the result is greater than 1, the distribution tends more towards dispersion.

4- Divergence Rate:

Similar and complementary services tend to be adjacent within the same location. Event venues are frequented by visitors for leisure, entertainment, hosting events, and spending leisure. These halls serve as complementary services to each other. Table 10 illustrates the spacing between event venues on the eastern and western sides of the road.

Table 10. Distances between event venues on both sides of Tanta-El-Mahalla El- Kubra Road

East side halls	Distance/ m	West side halls	Distance/ m	West side halls	Distance/ m
Al-Shams	-	Tulip	-	Plaza	50
Golden Five	750	Elkial	1300	Hamama	0
Bella Vita	1500	Heaven	9500	Maryland	700
Cast Lavie	200	Dream House	700	Grand L'amour	300
Valley of the Moon	500	Paris Café	1200	Marshal	.
Dahab	200	Cupid	1000	Con Card	0
Villa Dahab	50	Party House	70	Grand Babylon	250
Solitaire	25	Grand Venice	100	Crystal Plus	1600
Viola	0	Al Masa	0	Green Gold	270
La Rose	75	Porto	0	Marriott	0
Salzburg	15	One Thousand and One Nights	200	Cape Tales	50
Meadow Park	350	Palace of Dreams	200		

(*) **Source:** The field study.

From the analysis of the numbers in Table 10, event venues can be divided into four levels based on the distance intervals between them as follows:

The First Level includes villages with no distance between them (adjacent) at all, numbering 7 villages, accounting for 20%. These halls are (Solitaire, Viola, Grand Venice, Diamond, Porto, Plaza, Green Gold).

The second Level encompasses event venues with distances less than 100 meters between them, totaling 7 halls, also at 20%. These include (Dahab- Villa Dahab, Villa Dahab - Solitaire, Viola - La Rose, La Rose - Salzburg, Cupid - Party House, Palace of Dreams - Plaza, Marriott - Cape Hills).

The Third Level contains halls with distances

ranging from 100 meters to 500 meters between them, totaling 9 halls at 25.7%. These are (Bella Vita- Cast La Vie, Wadi Al Qamar - Dahab, Salzburg - Mido Park, Party House - Grand Venice, Porto - One Thousand and One Nights - Palace of Dreams, Maryland - Grand Lamour, Con Carte - Grand Babylon, Crystal Plus - Green Gold).

The Fourth Level includes halls with distances exceeding 500 meters between them, numbering 10 halls at 28.6%. These halls are (Al-Shams - Golden Five, Golden Five - Bella Vita, Cast La Vie - Wadi Al-Qamar, Tulip - Imagination, Imagination - Heaven, Heaven - Dream House, Dream House - Paris Café, Paris Café - Cupid, Hamama - Maryland, Grand Babylon - Crystal Plus).

5- Peak and Off-peak Periods:

We cannot comprehend things except in relation to a specific place and sequence in time because every phenomenon that occurs in a place also occurs in time (Hammond & McCullough, 1974, p. 75). The study of recreational lands is an important subject as it reflects the economic and social conditions experienced by the geographic area. The best recreational lands are those that meet the needs of the population for entertainment, providing

both aesthetic beauty and psychological comfort (Al-Omari, 2022, p. 66). The number of attendees at event venues varies from day to day, during weekdays, from month to month, and from season to season.

A. Daily Peak and Off-peak Periods:

The periods of attendance at event venues vary from one day to another during the week, depending on weekends and working days. Table 11 illustrates the daily peak and off-peak periods.

Table 11. Daily peak and off-peak periods

Day	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
Percentage	8.3	27.6	3.5	3.1	2.9	36.2	18.4

(*) Source: Survey results.

From Table 11, it is evident that the peak periods for events in the halls throughout the week are concentrated on three days: Thursday, Sunday, and Friday, with percentages of 36.2%, 27.6%, and 18.4%, respectively. This totals to 82.2% of the overall weekly activity. On the other hand, the remaining days are considered off-peak due to a decrease in activity, including Saturday, Monday, Tuesday, and Wednesday, with percentages of 8.3%, 3.5%, 3.1%, and 2.9%, respectively, totaling only 7.8%.

of attendees at event venues from one month to another, attributed to the economic status of the attendees. Some months are linked to the harvest season, while others are associated with the return of expatriates from Gulf countries. Additionally, some months are linked to religious occasions (Eid Al-Fitr and Eid Al-Adha), while others are related to the completion of various educational stages. Table 12 illustrates the monthly peak and off-peak periods for event venues on both sides of Tanta-El-Mahalla El-Kubra Road.

B - Monthly Peak and Off-peak Periods:

There is a significant variation in the number

Table 12. Monthly peak and off-peak periods

Month	January	February	March	April	May	June	July	August	September	October	November	December
Percentage	2.7	2.9	2.8	3.1	5.1	5.4	16.3	19.4	19.9	12.1	6.5	3.8

(*) Source: Survey results

From the analysis of the numbers in Table 12, it is evident that the summer and autumn months include peak periods. These months are September, August, July, and October, with percentages of 19.9%, 19.4%, 16.3%, and 12.1%, respectively. This totals 67.7% of the overall distribution. The remaining eight months, constituting 32.3%, are considered off-peak periods.

benefit from it but also by its reach and spread on a broader scale, thereby benefiting residents at greater distances (Al-Zamli, 2000, p. 424).

6- Service Efficiency:

Studying the region of any service is of great importance, as services are a crucial function of urban centers, especially exclusive ones. The significance of service function is not measured solely by the extent to which nearby residents

Issues related to the distribution of services within cities have received increased attention and guidance from academics and policy analysts. During the ninth decade of the twentieth century, there was an increase in assumptions regarding the nature and determinants of service distribution (Sanger, 1982, p. 37).

Table 13 illustrates the service efficiency within event venues on Tanta-El-Mahalla El-Kubra Road.

Table 13. Service efficiency inside event venues

Service efficiency	Excellent	Very good	Good	Average	Poor	Very poor	Total
Percentage	2.1%	8.7%	54.6%	16.9%	5.1%	2.6%	100%

(*) Source: Survey results.

From the analysis of the data in Table 13, it is evident that good service efficiency ranks first with a percentage of 54.6%, representing more than half of the sample. Average efficiency comes in second place with a percentage of 16.9%, while excellent efficiency ranks third with a percentage of 12.1%. The total of these efficiencies is 75.4% of the total sample. In the fourth, fifth, and sixth positions are very good, poor, and very poor efficiencies, with percentages of 8.7%, 5.1%, and 2.6%, respectively. This indicates that the overall

service efficiency in event venues is considered good.

7- Economic Return:

Any investment project aims to achieve an economic return that meets the investors' desires, providing a sustainable return through cost control, project development, and economic profit. The economic return of event venues on Tanta-El-Mahalla El-Kubra Road is connected with the number of monthly events, event prices, and the number of attendees, as illustrated in the following table:

Table 14. Number of monthly events and events prices in event venues on Tanta El-Mahalla El-Kubra Road

Hall	Number of monthly events	Price per party/c	Monthly return/c	Hall	Number of monthly events	Price per party/c	Monthly return/c
Al- Shams	8	12000	96000	Marshal	12	13000	156000
Golden Five	10	17000	170000	Grand L'amour	15	18000	270000
Bella Vita	5	15000	75000	Maryland	35	27000	945000
Cast Lavie	6	12000	72000	Hamama	7	12500	87500
Valley of the Moon	15	20000	300000	Plaza	8	13000	104000
Dahab	5	22000	120000	Palace of Dreams	6	14500	87000
Villa Dahab	12	22000	264000	One Thousand and One Nights	20	15000	300000
Solitaire	6	18000	108000	Porto	5	12000	60000
Viola	5	16000	80000	Al Masa	8	14000	112000
La Rose	4	17000	68000	Grand Venice	13	19000	247000
Salzburg	8	14000	112000	Party House	9	17000	153000
Meadow Park	11	24000	264000	Cupid	8	14000	112000
Cape Tales	5	17000	85000	Paris Café	6	16000	96000
Marriott	18	13000	234000	Dream House	9	17000	153000
Green Gold	10	18000	180000	Heaven	7	20000	140000
Crystal Plus	9	15000	135000	Elkial	16	25000	475000
Grand Babylon	30	30000	900000	Tulip	5	12000	60000
Con Card	7	16000	112000				

(*) Source: Survey results.

From Table 14, the halls have been categorized based on the average monthly income into three levels as follows:

The First Level includes halls with an average monthly revenue exceeding 200,000 EGP, totaling 10 halls, representing 28.6% of the total. These halls are (Wadi Al-Qamar, Villa Dahab, Medo Park, Marriott, Grand Babylon, Grand Lamour, Maryland, Alf Leila w Leila, Grand Venetia, Al-Khayal). The total revenue of these

halls (3,524,000 EGP monthly) constitutes 54.5% of the total average income.

The Second Level contains halls with an average monthly income ranging between 100,000 and 200,000 EGP. There are 14 halls, representing 40% of the total, including (Golden Five, Dahab, Solitaire, Salzburg, Green Gold, Crystal Plus, Con card, Marshal, Plaza, Almasa, Party House, Cupid, Dream House, Heaven). The total monthly revenue for these halls is

2,059,000 EGP, constituting 31.9%.

The Third Level comprises halls with an average monthly income of less than 100,000 EGP. There are 11 halls, accounting for 31.4%, including (Al-Shams, Bella Vita, Castello Lavi, Viola, Larose, Cape Sails, Hamama, Qasr Al-Ahlam, Porto, Paris Café, Tulip). The average monthly income for these halls is approximately 881,500 EGP, constituting only 13.6%.

Eighth: Problems Facing Event venues:

Event venues on both sides of Tanta-EL-Mahalla El-Kubra Road encounter several problems, including issues related to the halls themselves and their owners, as well as challenges faced by attendees, as follows:

A. Problems Facing Hall Owners:

1. The high value of taxes imposed monthly by the Tax Authority affects the financial status of investors, making it challenging to afford the development of halls.
2. High costs of services provided to event venues, such as electricity, water, and gas, with commercial rates while these services are distant from the event venues, forcing the hall owner to obtain them at his personal expense.
3. High rental values for the lands where event venues are established, coupled with exorbitant purchase prices.
4. The presence of numerous establishments engaging in the same activity results in intense competition, while at the same time, there is a shortage of weekly events due to the abundance of halls.
5. Most halls completely stopped working during the spread of the COVID-19 pandemic, leading to severe financial losses for the owners and the closure of the majority of them during that period.
6. Increase in the wages of the workforce, especially permanent workers in the halls.

B. Problems Facing Attendees:

1. Lack of dedicated parking lots with sufficient capacity forces attendees to park their cars on the sides of the road, exposing them to risks or theft.

2. Severe congestion of cars on the sides of the road during events due to the proximity of the halls, leading to insufficient parking lots.
3. High prices for reserving halls for large events, prompting some attendees to avoid them and opt for halls located within cities with more affordable rates or even organizing events in public spaces.
4. The spread of event venues directly along both sides of Tanta-El-Mahalla El-Kubra Road (the roadside) exposes attendees to accidents and, in some cases, fatalities.
5. Noise pollution around halls due to high volumes of screens and speakers.
6. Insufficient safety measures, such as fire extinguishers, alarm systems, and evacuation tools in case of disasters.

Questionnaire Form

- 1 – The Venue Name
- 2– The Venue Establishment Date
- 3 – Reasons for choosing the venue location?
 - Proximity to the road
 - Affordable land prices
 - Availability of spaces
 - Presence of establishments practising the same activity
 - Away from city congestion
 - Land ownership for investment
 - Presence of a railway line
- 4 – How large is the venue? meters
- 5– How many floors does the venue have? floors
- 6 – How many event halls are inside the venue? event venues
- 7 – Does the venue have a private garage?
 - Yes No
- 8 – If the answer is yes, what is the garage area? meters
- 9 – How many workers are in the venue?
 - workers permanent
 - temporary
- 10 – Educational level of the venue workers?
 - Illiterate Read and write
 - Elementary Intermediate
 - University Graduate
 - Postgraduate
- 11 – What is the monthly salary of the worker?
 - Egyptian pounds

- 12 – What are the peak working days?
 , , ,
- 13 – What are the off-peak working days?
 , , ,
- 14 – What are the peak working months?
 , , ,
- 15 – What are the off-peak working months?
 , , ,
- 16– How many monthly events are there?
 events
- 17– How much does an event cost?
 Egyptian pounds

Thank you.

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