

Strategic planning to  
strengthen the role of media  
and sustainable development in  
Scientific Intellectual Centers to  
serve the tourism sector

إعداد

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## ABSTRACT:

The aim of the research is to identify strategic planning to enhance the role of media and sustainable development in Arab Intellectual Centers to serve the tourism sector, and they have serious responsibilities that they should carry out to solve intractable tourism problems and find the appropriate treatment for them. The descriptive approach was relied upon - and among the most important results of the research: the need for our universities to be productive, and to make an effective contribution to political, tourism, economic and social decision-making, and if they did not find the listening ear and the encouraging attitude of the institutions and departments of the state, they should take the initiative with all their strength and capabilities and impose themselves to enter the arena Life, active participation, and a close link between Arab Intellectual Centers, and tourism research units, because the function of the latter is purely for scientific research, This requires the university to provide financial and moral support for research centers and units and to provide the necessary capabilities for research and applied studies and to move from the purely theoretical field to the applied field to the community in order to touch its tourism problems and needs and activate the role of the media with a focus in scientific research, theses and scientific dissertations on the problems of the tourism community and the applied aspects of it by accommodating the needs of the community.

**Key words:** strategic planning, sustainable development, media, tourism sector.



## الملخص:

هدف البحث للتعرف الى التخطيط الاستراتيجي لتعزيز دور الإعلام والتنمية المستدامة في المراكز الفكرية العلمية لخدمة قطاع السياحة وأن للجامعات مسؤوليات خطيرة ينبغي ان تقوم بها .ومشكلات سياحية مستعصية يجب ان تجد العلاج المناسب لها . وتم الاعتماد على المنهج الوصفي - ومن أهم نتائج البحث :ضرورة ان تكون مراكز الفكر العلمية منتجة ، وتسهم مساهمة فعليه في اتخاذ القرار السياسي والسياسي والإقتصادي والإجتماعي ، وعليها إن لم تجد الاذن الصاغية والموقف المشجع من مؤسسات ودوائر الدولة ان تبادر بكل قوتها وامكانياتها وتفرض نفسها للدخول في معترك الحياة والمشاركة الفعلية وارتباط وثيق بين الجامعات والمراكز والوحدات البحثية السياحية ، لان وظيفة الأخيرة خالصة للبحث العلمي . وهذا يتطلب من الجامعة توفير الدعم المالي والمعنوي للمراكز والوحدات البحثية وتوفير الامكانيات اللازمة للبحوث والدراسات التطبيقية والانتقال من المجال التنظيري المحض الى المجال التطبيقي الى المجتمع لملامسة مشاكله السياحية واحتياجاته وتفعيل دور الأجهزة الإعلامية مع التركيز في البحوث العلمية والرسائل والاطاريح العلمية على مشاكل المجتمع السياحية والجوانب التطبيقية عن طريق استيعاب حاجات المجتمع .

**الكلمات الدالة :** التخطيط الإستراتيجي ، التنمية المستدامة ، الإعلام ، قطاع السياحة.

## Introduction:

Thought centers are productive institutions that work to enrich knowledge, develop technologies and create competencies, benefiting from human scientific accumulation in various scientific, tourism, administrative and technical fields. They represent an important center for science and knowledge and a wide field for research and investigation. Intellectual institutions have characteristics that distinguish them from others by being a multi-dimensional and multi-directional organization. It performs multiple functions, including preparing the individual professionally and cognitively because it is a group of societies brought together by scientific research, In addition to carrying out sound scientific research that contributes to the development of the social, economic and political reality of society, it also contributes to preparing qualified researchers to carry out this research, in addition to providing many important functions, but it is not the main and fundamental goal. Based on the above, Arab think tanks in the world have multiple functions, and these functions vary according to the state's degree in the ladder of development, including devoting all their energies to serving society and actively participating in making its fateful decisions and achieving sustainable development, In order for the desired success to be achieved, it must go down to the community and touch upon its problems. Therefore, the process of strengthening the relationship between it and the community has become a basic requirement for proper planning and sustainable development in the tourism sector, as



its entry into the arena of life is the real beginning on the right path to achieving comprehensive growth and development. The real and scientific goals that societies seek, and their connection to their tourism environment is determined by the specialized capabilities they provide that are capable of contributing to the development of the tourism environment, and through the scientific ideas and artistic achievements they provide that provide the conditions for technological progress and development of the environment, The products represent a qualitative and quantitative addition to the educated segment, and this is considered a contribution to raising the cultural level, and this means increasing the ability to improve work productivity for all its organizations. All of this means that their outputs represent a development contribution in all its tourism, media, social, economic and cultural dimensions. The products represent a qualitative and quantitative addition to the educated segment, and this is considered a contribution to raising the cultural level, and this means increasing the ability to improve work productivity for all its organizations. All of this means that their outputs represent a development contribution in all its tourism, media, social, economic and cultural dimensions. This model represents the worst possible situation. Experiences in developing countries during previous periods of time have shown examples of confusion and oscillation in their domestic and foreign policies, in addition to the fact that these policies were isolated from the public media dimension, and they were most likely random, confused decisions seeking their way in the midst of complete darkness, and in those countries they became

mere institutions. It is almost closed in on itself, representing an additional burden on the state's general budget.

Scientific think tanks are distinguished by the following:

- 1 The absence of the concept of tourism-producing think tanks in Arab countries, so they depend for their budget on government support, and thus they constitute a burden borne by the state.
- 2 The main goal of Arab think tanks is to pay attention to the academic aspect at the expense of the applied aspect, and thus it has turned into a vicious circle.
- 3 Lack of attention to the strategic plans of Arab think tanks, which, if they exist, do not meet the needs of tourism and the needs of society.
- 4 The implementation of scientific research in universities is linked to unplanned programs that aim primarily to help researchers advance academic degrees, and the design of ongoing research does not reflect the needs of society or the solution to its tourism problems.
- 5 Lack of interest in conducting applied research that addresses tourism problems and meets the needs and aspirations of the tourism community. Most research is written for the purposes of scientific promotion in a way that benefits the researcher, the researcher in the Arab world thinks in the same way that every citizen thinks to provide a decent life, suitable housing, and other life requirements. It is considered this is one of the most important challenges facing scientific tourism and media research, as the researcher's interest must be focused only on science



(Qasim, 2010).

- 6 The dependence of Arab think tanks on governments for their budget purposes, in addition to donations.
- 7 The tendency of scientific think tanks to import ready-made tourism technology from abroad.
- 8 The lack of specific and regular programs and plans in their research centers, based on scientific foundations for research and development in light of the actual needs of private sector establishments.
- 9 Scientific research in developed societies finds generous support from the beneficiary official and informal institutions, because it, i.e. research, is a supportive investment that generally translates or transforms into a complement to economic and social development. Scientific research, in this case, and in this sense, is an investment and not an academic luxury. (Al-Harthy, 2009).

### Scientific think tanks in the developed world:

Think tanks in the world perform multiple functions, and these functions vary according to the country's degree in the ladder of development. They devote all their energies to serving the tourism community by activating the role of the media and actively participating in making its fateful decisions. In order for the university to achieve the desired success, it must go down to society and address its problems (Al-Ziyadi, Obaid: 2022). Think tanks in developed countries are characterized by performing multiple functions. They are truly a center of

scientific, cultural, civilizational, tourism and media radiation and an inexhaustible source of applied research. They have contributed to developing appropriate solutions to much tourism, social, economic and political problems. In addition to the issue of contracting with the private sector to carry out the necessary research aimed at developing the various productive tourism sectors, the research focuses on urgent and pressing problems, considering that scientific research is a fundamental and main pillar of think tanks. We also find that they provide advice and consultation to decision makers and politicians, so that the decision becomes public in nature and achieves the greatest benefit.

Think tanks in the developed world have become productive institutions that provide giving and knowledge at the same time. A person is not employed in a department or institution except in light of the actual need for him in the labor market and on the condition that his economic returns and actual production are higher than the value of the wage he receives monthly. In general, think tanks in developed countries are distinguished by the following:

- 1 Providing tourism consultations: The most important feature of think tanks in developed countries is the provision of tourism consultations, which is one of the most common forms of relationships between think tanks, business institutions, and productive sectors. This relationship takes two forms: the official one, such as tourism companies making consulting contracts with think tanks in specific research fields. In exchange for fees agreed upon between





tourism consulting centers in think tanks and industrial companies, the informal nature of tourism consulting is carried out individually between researchers in think tanks and industrial companies.

- 2** Tourism research partnerships with others: Think tanks in developed countries establish tourism research partnerships with institutions, departments and companies, and the research centers often undertake this, in exchange for financial returns that contribute to enriching the budget of the think tanks and thus do not constitute a burden on the state.
- 3** Mutual visits with institutions and companies: Think tanks, represented by their research centers or scientific tourism departments, make mutual visits to other institutions to find out their needs and the problems facing their work.
- 4** Participate in sponsoring and organizing meetings, conferences, seminars and tourism workshops, especially with regard to topics that represent an urgent necessity or are emerging on the scene.
- 5** Publications and joint publications. Think tanks in developed countries have independent and affiliated houses that print and issue tourism publications, whether for think tanks or other companies and institutions, which provides many economic savings.
- 6** Participation in exhibitions and commercial, industrial and tourism markets, describing the university as part of the economic structure of society, as it has a significant production basis. (Habib: 2007).

## The political and tourism dimension of scientific think tanks:

The political impact of scientific think tanks can be demonstrated through the following:

- 1 Scientific think tanks often help in political and tourism stability and reduce the intensity of conflicts, tensions and civil wars. This is done through their role in holding scientific tourism conferences, seminars, seminars and dialogues that contribute to spreading the culture of tolerance, peace and rejection of violence, and bringing all sectors of society together at the table, Dialogue, knowledge and discussion, as well as eliminating harmful and alien customs and traditions from society.
- 2 It contributes to increasing the political and tourism awareness of communities through drawing up successful policies and explaining the political experiences of countries and governments.
- 3 Think tanks have an important role in drying up destructive and deviant ideas and combating extremist thought by possessing the cornerstone of persuasion supported by data, evidence, and conclusive proof.
- 4 It informs citizens of their tourism rights and duties, and the necessity of their participation in electoral programs and choosing the most appropriate.
- 5 Think tanks have always been an effective revolutionary tool in issues of social and tourism transformation and are responsible for combating aspects of backwardness in society.



- 6 Think tanks work to highlight the harms of alien customs and outdated traditions, as they are truly considered pioneers in the field of political change. (Sultan, 2006).

### **The role of think tanks in decision-making and community development:**

The success of contemporary think tanks in performing their development and tourism functions depends on the extent of their success in marketing their tourism services to the community. Tourism independence is not an end in itself, but rather an important function that enables it to achieve its goals, perform its functions in general, and its function in serving society in particular (Abdel Nasser, 2004). The weight of think tanks increases and their social position is strengthened, not by their isolation from society, their ignoring of its problems, especially tourism, and their reluctance to address its problems, but rather by their constant presence and continuous keeping pace with the changes that society is witnessing. Thus, the university remains in harmony with its environment, a pioneer of its reality, and a pioneer of its reality, creating its features and not lagging behind it (Balghaith, 2006).

### **The role of think tanks in strategic planning and development:**

Planning is defined as a process of making sequential decisions for the purpose of finding logical solutions to a specific problem or group of problems at the lowest costs and the shortest period of time in light of a set of goals set in a subsequent period of

time. (Obaid, 2021) Planning is A conscious effort and organized activity within which a comprehensive view of the economic, social and political conditions is carried out by a central body for the purpose of influencing economic and social events.

Think tanks contribute to the planning process at all planning levels, because their society is a group of societies in one society. In other words, the multiplicity of scientific and research departments gives it the advantage of multi-functionality, and from here the strengths of its society emerge. Interest in it and scientific research is one of the effective elements in developing societies at various levels and providing scientific and professional competencies that serve multiple aspects of life.

Think tanks have an important role in developing and planning the tourism, economic and social reality of the smallest administrative unit, as the city and village are the field of local planning, and this type of planning continued until the beginning of the twentieth century due to the inability of this type of planning to solve the problems of cities, especially major cities and centers of attraction. The industrial facilities that emerged around the cities, and the subsequent housing problems, the emergence of slums and the emergence of labor forces on the outskirts of the cities, and the inadequacy of facilities for the increasing numbers of residents who migrated from the countryside, thus overcrowding them and narrowing their connections, capabilities, and services to meet their needs, and the emergence of social and economic problems, Environmental and urban...etc, It was necessary to adopt the principle of



national and regional planning to address these problems. Local planning is city planning that is concerned with organizing the uses of land, including the distribution of various activities such as industry, housing, commercial and health services, or areas for government buildings...etc. to the various areas of the city and linking them with networks of roads that achieve great ease of movement of residents and goods from the city areas and with neighboring areas. It also directs the growth of the city within the central indicators of planning (national and regional planning) in achieving rapid and comprehensive development of the overall urban life.

## Results and recommendations:

Scientific think tanks must be productive and contribute effectively to political, tourism, economic and social decision-making, and if they do not find a listening ear and an encouraging position from state institutions and departments, they must take the initiative with all their strength and capabilities and impose themselves to enter the arena of life and actual participation.

- 1 There must be a close connection between scientific think tanks and tourism research units, because the latter's function is purely for scientific research. This requires providing financial and moral support and providing the necessary capabilities for research and applied studies.
- 2 Establishing a state of mutual trust between Arab think tanks and society and their need for each other, in addition to the necessity of having channels of communication



between the political and tourism leadership in society and the administrative leaders in the scientific think tanks.

- 3 Creating a state of public awareness that emphasizes society's need for scientific think tanks, and that they are the only guarantee for sound decision-making. Scientific think tanks must also be aware that society is the first guarantee for their existence.
- 4 Arab think tanks must disseminate their ideas and principles by providing state institutions and community circles with copies of theses, dissertations, and scientific research.
- 5 Scientific think tanks must expand in holding development conferences and seminars related to creating interactive relationships between them and the external community, identifying the obstacles that stand in the way of their contribution, strengthening their relationship with society, and developing appropriate solutions.
- 6 In order for scientific think tanks to achieve their tourism, research and information functions in the twenty-first century and fulfill them successfully, they must be able to respond effectively to tourism development and training and intensify it to suit the changes that have occurred in all directions and adopt methods and forms of functional systems characterized by a greater degree of knowledge.



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