

THE IMPACT SCOPE OF THE IRAQI HUNTING CLUB AND ITS SPATIAL DOMINANCE

Yasmeen Haithem Obaid

Yasmin.Obaid2100m@iurp.uobaghdad.edu.iq

Prof. Dr. Kareem Hasan Alwan

Kareem.h@uobaghdad.edu.iq

University of Baghdad, Center for Urban and Regional Planning
for Postgraduate Studies, Iraq

ABSTRACT

This study examines the significance of the services provided by the Iraqi Hunting Club the extent of its impact on Baghdad city, and its unique contribution to achieving the social well-being of the population, relaxation, and attraction of members for its activities, services, and Partnerships at the local and Arab levels. The research dealt with the problem of the absence of a clear hierarchy in the distribution of recreational club facilities and the conversion of some of them to other uses, which has resulted in a reduction in the availability of recreational facilities, the research assumes that the zone of influence of a recreation club facility is inversely proportional to the distance from the facility and the number of residents who benefit from the service. The research aims to increase the scope of the service, through the diversity of activities and services, and to prove the research hypothesis by using GIS tools and creating a geographical database for different ranges and intersecting it with the geographical database of residential neighborhoods to determine the number of residents reached by the club service and then prove that the attractiveness of the service provided decreases as the distance between the dwelling and the service location increases.

Keywords: Accessibility, Activities and Events, Geographical Scope, Human Domain, scope of facility, zones of influence,

نطاق تأثير نادي الصيد العراقي ومدى هيمنته مكانياً

ياسمين هيثم عبيد

Yasmin.Obaid2100m@iurp.uobaghdad.edu.iq

أ.د كريم حسن علوان

Kareem.h@uobaghdad.edu.iq

جامعة بغداد، مركز التخطيط الحضري والإقليمي للدراسات العليا، العراق

الملخص

يتناول هذا البحث أهمية الخدمات التي يقدمها نادي الصيد العراقي ومدى تأثيره على مدينة بغداد، ومساهمته الفريدة في تحقيق الرفاهية الاجتماعية للسكان والاسترخاء وجذب الأعضاء لأنشطته وخدماته وشرائكه على المستويين المحلي والعربي. تناول البحث مشكلة غياب التسلسل الهرمي الواضح في توزيع مرافق الأندية الترفيهية وتحويل بعضها إلى استخدامات أخرى مما أدى إلى انخفاض في توافر المرافق الترفيهية، ويفترض البحث أن منطقة نفوذ مرفق النادي الترفيهي تتناسب عكسياً مع مسافة الوصول الى المرفق وعدد السكان المستفيدين من الخدمة. يهدف البحث إلى زيادة نطاق الخدمة، من خلال تنوع الأنشطة والفعاليات والخدمات، وتم برهنة فرضية البحث باستخدام أدوات نظم المعلومات الجغرافية وإنشاء قاعدة بيانات جغرافية لنطاقات مختلفة وتقاطعها مع قاعدة البيانات الجغرافية للمحلات السكنية لتحديد عدد السكان الذين تصلهم خدمة النادي ومن ثم إثبات أن جاذبية الخدمة المقدمة تقل كلما زادت المسافة بين المسكن وموقع الخدمة.

الكلمات الرئيسية: سهولة الوصول، الأنشطة والفعاليات، النطاق الجغرافي، المجال البشري، نطاق المرفق، منطقة التأثير.

1. INTRODUCTION

The research deals with the scope, and zone of the influence of the club facility and its services, in addition to the human domain that benefits from the service, the research objective to clarify the importance of the recreational club service in the community such as socializing, , improving and developing skills, belonging to the community and promoting physical, psychological and mental health, which contribute to the well-being of the community, also, the lack of clubs within a hierarchical structure that ensures their distribution in an interconnected and integrated manner to all members of society leads to the deprivation of some of them and the emergence of serious social and moral issues for society, such as drug use, alcohol or violence, moral problems and engaging in unhelpful activities, as determining the scope of service, that is, knowing the maximum distance to reach the service so that it is available to the population in a way that ensures easy access to it, so when planning this service, the population density or population spread should be known with the time of arrival to the service shop, especially in services that are supposed to be close to the population and reach them within a reasonable time, and ‘And the criterion of what service space is allocated to each member of the population, as well as the spatial efficiency and capacity of the facility and the maximum distance of the facility's range of influence, The club has a good location and easy accessibility with an acceptable capacity that peaks at peak times, this was proven by drawing the service radius for two ranges (10,15) km by using ArcMap 10.8 GIS software tools and intersecting it with the population database of residential neighborhoods, as it was observed that the number of residents benefiting from the service decreases as the access distance increases.

1.1 The problem of the study

The availability of recreational facilities has decreased due to the conversion of some of them to other purposes and the absence of a clear hierarchy in allocating these amenities among recreational clubs.

1.2 Hypotheses of the study

The attractiveness of the service provided decreases as the distance between the residence and the service location increases

1.3 Objective and importance of the study

The research aims to increase the scope of the service, through the diversity of activities, events, and services.

2. METHODOLOGY FIELD STUDY

The use of "Buffer" tool in Geographic Information Systems (GIS) analyzes spatial data by creating Two ranges 10-15 km around the facility to understand the spatial impacts of the facility or to identify areas affected by the service, by importing and uploading geographical data such as geographical maps of the study area to ArcGIS 10.8 and then analyzing the overlap between the geographical database of neighborhood residential residences and their population within the "Buffer" range

to understand the areas affected by the service. Finally know the population to whom the service reaches within each region of range.

2.1 The study site is the Iraqi Hunting Club

The Iraqi Hunting Club is an entertainment, social, cultural, and sports club founded in 1969 that offers a range of services related to these aspects and has an impact on the level and sectors of Baghdad and is a successful club and ranks first in Iraq and third in the Arab world after Egypt and the United Arab Emirates. It is ranked thirty-third globally out of 195 countries in the world registered as UNESCO clubs. UNESCO clubs are groups of people of various ages and social and professional horizons, who share UNESCO's ideal and seek to make it known, and participate in the work of this international organization by carrying out activities directly inspired by its activities, UNESCO clubs have different forms, such as UNESCO associations, centers, forums, or groups (UNESCO,1984,P.3). The Iraqi Hunting Club, which belongs to non-governmental civil society organizations, has a role in implementing the principles of UNESCO and civil society organizations that have an important role in promoting sustainable development through developing the necessary skills to enable all Individuals, as well as their role in promoting sustainable environmental and economic principles through their practices and activities for sustainable economies, because sustainable development is not just an environment, it is the relationship between the economy and the environment, and therefore it must be integrated into all aspects of business (Chernushenko, et al.,2001,P.49).

2.2 The Scope of the Iraqi Hunting Club Facility and its Services

Services consist of intangible activities or benefits that are given to people who use them. They are typically performed by individuals, such as fitness classes and hosting events, while facilities are the infrastructure or physical amenities, such as the physical structures necessary to conduct activities that support the provision of those services, such as buildings and sports fields and equipment, swimming pools, and restaurants. Service facilities are often necessary to provide services well and efficiently, but services are important and through them social interaction occurs with experiences that meet the desires and needs of customers. For the purpose of analyzing the scope of the club facility schematically, the scope of facilities requires understanding and analyzing the type of club. The clubs available, their size, capacity and accessibility, and how they contribute to the overall experience. The scope of the service includes the scope of activities and events that it provides, the target groups, their time frame, the restrictions and conditions set for obtaining the service, as well as the extent of its development and modernization. The zones

of influence of the service are divided into inside and outside the club site. Within the club's boundaries are the beneficiaries of restaurant services, playgrounds, green space, etc., while outside the club it includes the local community such as neighboring residential areas, neighborhoods, and non-member customers from outside the club, who are individuals or groups who rent. Some of the club's facilities, such as halls, to organize special events for them, such as parties or meetings, and local partnerships with governmental and local institutions to build partnerships or community support, as the club's scope of service is affected by some important interconnected aspects that contribute to identifying the target audience and improving services, and also affect the club's strategies to achieve its goals and objectives, which are:

2.2.1 Geographical Scope

The geographical scope of a recreational club facility can be defined through two methods, the first is the physical area of the facility, i.e. the area of service provision within the physical boundaries of the facility, and the second method is the zone of influence for recreational activities with microeconomic and events provided by the Iraqi Hunting Club (American Society of Civil Engineers, 1986, pp.80-81), which is the maximum distance for the arrival of services. The influence of the urban site reaches the furthest point [4], which is the maximum distance for the arrival of services in which the influence of the urban site reaches the farthest point, as the physical area of the recreational club facility can be easily determined because it is located in a specific known area, but it is difficult to determine the zone of influence for the service easily except through the analysis of secondary variables of the so-called service or activity market area, that is, the area benefiting from the service, and these secondary variables such as the presence of population centers, other recreational clubs domain, transport networks, accessibility to facility and other influential factors (American Society of Civil Engineers, 1986, pp.80-81). The club includes various entertainment services such as gardens, children's playgrounds, sports fields, swimming pools, restaurants, entertainment programs, etc., as well as All of these facilities require a broader geographical scope, as they attract visitors from more distant areas due to the quality and diversity of service, trust in management, and the lack of competition from other facilities, as the number of recreation clubs facilities which offers cultural, social, and sports services reaches to (7) facility in Baghdad city separated in different region inside Baghdad city which has variation in terms of both their geographical scope and the quality of the services they provide, in addition (43) recreation club facility specific in sports entertainment only, and to clarify the geographic service area at the level within the Baghdad city and its sectors inside the municipality's boundaries. the zone of influence ranges between (10-15) km, the research draws Two ranges by

using (the Buffer tool, ArcMap GIS 10.8 program), and intersects them with Neighboring residential areas (which is the smallest administrative unit for population distribution), as shown in (Figure1), to know the human domain and the number of population that the service reaches within these ranges.

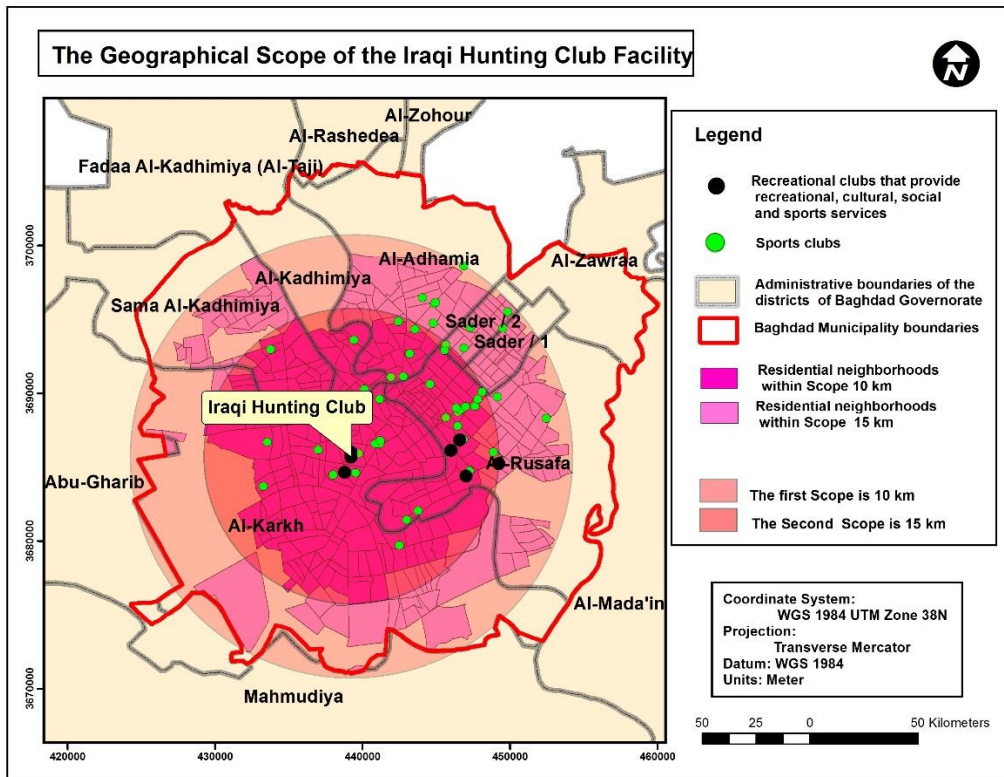


Figure 1. The range of the service intersects with residential shops

Source: Prepared by the researcher

2.2.2 Scope of Target Groups:

These categories can be varied and depend on the nature of the service and divide the categories according to age, gender, income geographical location, education profession with special needs, the Hunting Club targets all age groups as shown in (Figure 4) provided that the member has an academic degree with a bachelor's degree at a minimum and priority for medical and engineering specialties, the largest works of the club by age groups ranging from (15-65) years with a percentage of (62%), followed by children aged (5-15) years, with a percentage of (22%) The lowest percentage of jobs is from the elderly category (65-80) years old by (16%) , and the scope of each age group and its need for social recreational clubs depends on the age groups, mode of transportation and other common factors that should be the important factor in planning the service, which is taken into

account as the scope of service for children's enrollment should be short-term, so it is necessary to have their playgrounds and social recreation centers near their homes.



Figure 4. Percentages of age groups for the Iraqi Hunting Club

Source: Prepared by the researcher based on the field study and the reference (Allen,1969,20).

2.2.3 Scope of activities and services provided:

The activities and service facilities established to provide general services to the urban site include operational and administrative activities and steps that contribute to achieving the main service goal, as the club facility includes various recreational, cultural, sports and social services such as gardens, children's playgrounds, sports fields, swimming pools, social centers and outdoor and indoor theatres, different halls, shops, restaurants, gyms, etc., as well as entertainment programs that promote physical activity, social interaction and general well-being, which all contribute to providing club service to members, and moreover, define the spatial scope for providing the service. The spatial scope for providing services is within the club for all facilities except the halls and the Hunting Club hotel (suites or hotel apartments) which provides service to all population around the city and Iraq and at Arab and international level during the holding of Arab tennis tournaments, as well as conferences, meetings, wedding and birthday parties, and receiving guests from various parts of Iraq, plus building local companies, as there is cooperation between local authorities and civil society organizations¹⁰ in the field of community cohesion, communication, prevention of extremism, and others, such as organizing Iraqi Inventor's Day celebration in the Iraqi Hunting Club,

Baghdad Hall, which was held by the Iraqi Center for Innovation and Creativity, as shown in (Figure 5), and sponsored by Ministry of Planning, in addition to organizing and hosting international events, such as organization of the eighth Arab championship for tennis champions in the Arab world and the third hosted by the Iraqi Hunting Club (Third Hunting Championship) as shown in (Figure 6), as a form of cultural, sporting and social empowerment for young people and opening horizons for the future within the framework of Iraq entering the Demographic Dividend Stage, which is known as the stage in which a society reaches what is considered a peak in the size of working-age population compared to the lowest percentage of dependent population, i.e. children and the elderly. This is a stage that lasts for a certain period-defined by some as generation, after which the positive balance between the active groups and the dependent population is disturbed. Some summarize it as a dividend in the generation of active people (Department of Statistics Jordan and ICF Macro, 2010, P.4), as it was held on the club grounds and through the efforts of its staff and members and under the sponsorship of the Community Initiatives Fund (Tamkeen). Seventeen Arab countries participated in 2021 and was followed by the eleventh championship of the Arab Seniors Tennis Association and the fourth organized by the Iraqi Hunting Club in 2023, in which male and female players from 14 Arab countries participated, including Egypt, Iraq, Saudi Arabia, Syria and Jordan. Thus, it carries a representative status for the state through partnerships with local government agencies and communication with international masses, and organizations of activities and traditional events and activities. Through these features, the club is promoted in the media which contributes to achieving cultural awareness and economic attraction by attracting visitors to the place (Alwan and Omran,2023) on a large scale at the local and international levels, as the entertainment club can host international events such as cultural festivals or sports tournaments that attract visitors from all over the world.



Figure 5. Iraqi Inventor's Day
22/01/2024.

Source: Center of Urban & Regional
Planning Press



Figure 6. Arab Tennis Championship 4-
10/03/2023.

Source: Iraqi Hunting Club Press

2.2.4 Timeframe

Timeframe means the period of time in which the service is provided, which can be specific or change as needed. Determining the timeframe is an important part in organizing and planning the work of service facilities within the club. Community facilities such as the club are usually planned and developed with a long-term timeframe in mind. Taking into account life expectancy and the evolving community needs over time, the timeframe includes maintenance and renewal schedules for club services within the schedule. The club may have varied timeframes that depend on factors such as member preferences and economic conditions, and some may operate based on the seasons of the year. The club operates from (9) a.m. to (12) p.m., which is the same as the occupancy time for members in the summer. However, in the winter, the time limits for members' occupancy are less than that due to the cold weather according to the field study. In addition to the services provided to members with a varied timeframe, such as the gym where service is provided on specific days for women and specific days for men, in addition to a sports complex that provides service for both genders at the same time. Furthermore, swimming pools are closed at certain times for maintenance and open at other times. They also have separate specific schedules for men and women, with different types of swimming pools being outdoors, indoors, or the third type being Venice of Hunting Club; all have different timeframes.

2.2.5 Scope of innovations and development:

It refers to the changes and improvements that are introduced to improve the quality of service or expand its scope, by improving its efficiency and ensuring the long-term sustainability of its business and activities by taking into account the environmental, economic and social impact and includes multiple aspects, such as new technologies, expanding the scope of coverage, and providing new services; all of which aim to improve the members' experience. This scope contributes to supporting socio-economic sustainability by promoting innovation and development of new services and products that may bring additional revenues and enhance the club's appeal, and through communication and building partnerships, which is Goal No.(17) of the 2030 Sustainable Development Agenda, which aims to enhance global cooperation between governments, the private sector and civil society. The Iraqi Hunting Club is registered among civil society organizations and UNESCO clubs as well, which all agree to achieve sustainable development goals through these partnerships, as Goal 17 of the Sustainable Development Goals states: Strengthening means of implementation and revitalizing the global partnership in order to achieve the sustainable development goals (UNESCO,2021,P.45) The scope of innovation and development flourishes and grows when the following conditions are met:

1. Diversification of activities and events: The diversity of activities and events available in the entertainment club, such as organizing Arab tournaments, carnivals, art galleries, cultural forums, live music performances or sports leagues, and group entertainment competitions such as in the game of bingo (Kraus,1955, P.74), as well as providing unique and interactive entertainment experiences, such as swimming and tennis courses, carnivals with distinctive special events that enter the Guinness Book of World Records, such as preparing food dishes that enter the Guinness Book of World Records (i.e. The Largest Popular Dish), holding a handicraft market, and celebrating private and public occasions. The activities cover various age groups, as well as family activities that bring families together, charity events that strengthen communication with the local community.
2. Using technology in entertainment: This can include using technology to enhance entertainment experiences, such as smart lighting, cooling techniques by water sprays in parks, display platforms and others.
3. Improving and adding buildings and services: Continuous development of the club infrastructure, such as regular renovation of children's play facilities, gardens, gyms, and restaurants, with the addition of

entertainment areas and the establishment of other services such as a new gym, Wolf Gym, where a set of changes have been made during the (20) years since the year 2003 until 2023, as the study was based on finding satellite images dating back to the two years above, and they were analyzed and compared to the places of change in them, in addition to a field study of the place, so the services and buildings that were developed and constructed and places of addition to the building or places the use of which was changed to another based on the needs of the members and the locations of the change were marked on the new satellite image as in (Figure 7).

Among the most important changes that were completed was the construction of a multi-story car-park in 2021, the establishment of the Venice of Hunting Health Complex, the Royal Hall, and a group of redevelopments and renovations of restaurants, cafeterias and children's playgrounds over the years. During these years, a group of commercial stores and a children's amusement park were created, which were transformed in 2018 into a garden and children's playground. Garden landscaping and expansion, as happened in some gardens inside the club, and construction of distinctive halls and hotel apartments to host newlyweds and club guests locally and internationally.

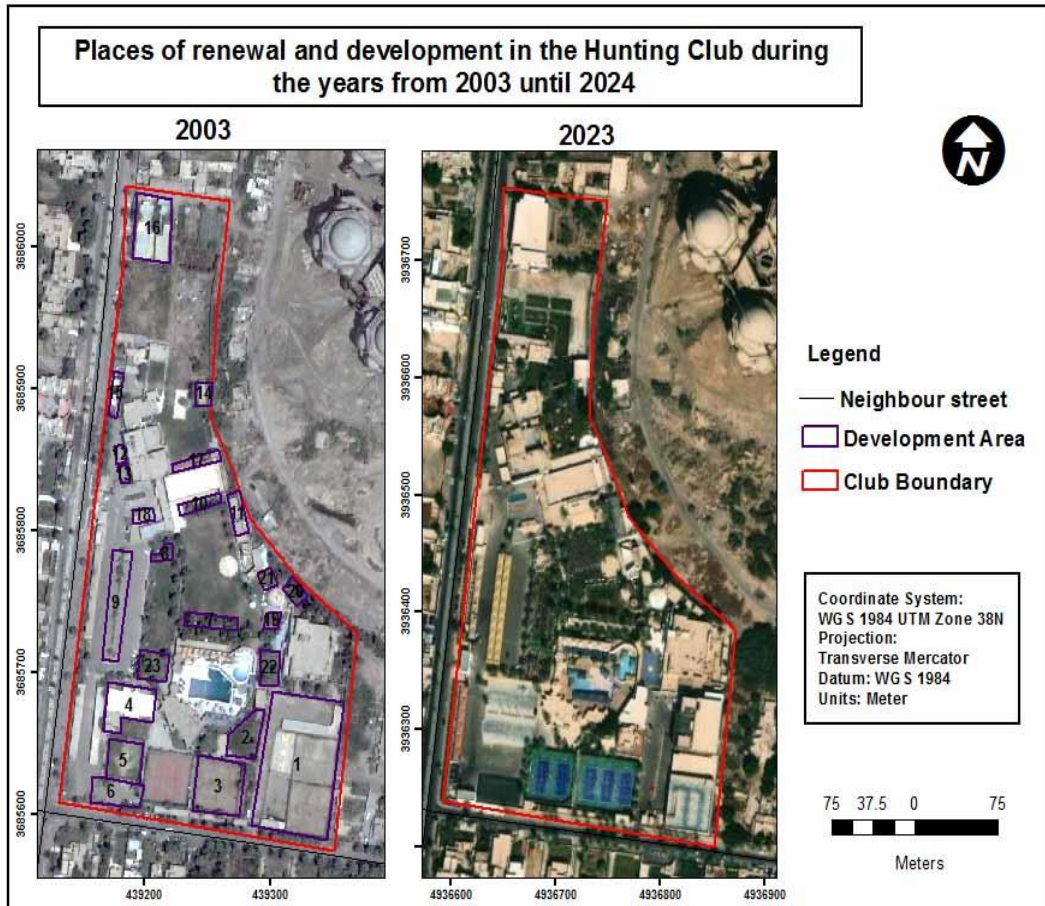


Figure 7. The changes made to the club from 2003 until 2023

Source: By the researcher

2.2.6 Scope of conditions and restrictions:

It is a specific scope of service, meaning it is the provision of a service that includes certain conditions and restrictions during the provision of the service to determine the main characteristics of providing the service effectively, as in some procedures regarding the use of mobile phones in swimming pools, conditions for carrying weapons for securities and state officials, some restrictions on wearing clothing inside the club, and also compliance with gym, swimming pools, and playgrounds instructions. Each sports service has certain conditions for joining it, such as the appropriate dress code for the sports spaces, no children, clothes designated for swimming pools, following instructions for swimming, etc. These instructions are variable according to the circumstances, and there are also different financial restrictions for some services, such as in the indoor swimming pool

(health complex), the Venice of Hunting Pool (health complex) and the Wolf Gym fitness hall, restrictions on allowing family members' guests to enter the club on specific days, as well as administrative restrictions for club membership and general instructions for joining.

4. RESULTS AND DISCUSSIONS

4.1 Geographical and Human Domain

According to the estimates of the Ministry of Planning and the Central Statistical Organization regarding expectations of the urban population in Baghdad Governorate by administrative units and gender, it is estimated at (5,842,318) people (Ministry of Planning,2015,P.46). The club facility provides a service that extends within Baghdad City only within the municipal boundaries, the first range extends over a range of (10) km to serve a population estimated at (2,162,023) people, and it is the most useful range of the service is centered on members, especially Al-Mansour Zone, as the percentage of members for this range exceeds more than 80%, and the first range covers more than (285) neighboring residential area, the second range is for an extent of (15) km, and here the range serves a smaller population, which is (1,835,577). The percentage of members for this range is estimated at 20%, and the second range covers (163) neighboring residential areas.

It is also concluded from those mentioned above when the distance to the facility increases, it leads to a decrease in the number of populations to whom the service reaches. As for the distance traveled by the citizen is related to the frequency or frequency of the service site.

To cover the service, there must be a hierarchy of the level of service to ensure easy access to it from all parties, as the Central-Place Theory applies to the club facility.

The Central-Place Theory (Berry and John,1988,P.3) is a hierarchical model for the geographical distribution of economic activities within cities, where centralization is higher in large urban centers, and it gradually decreases as we move away from it, and hence we understand how services, economic activities, and resources are distributed in cities, as the Central Place Theory attempts to explain the location, size, functional characteristics, and spacing between groups of events and activities, and thus it is the descriptive base and geographic theory of services and retail (Beyard, et al.,2001,P.44) existing within the club, represented by restaurants and some Services that generate a sustainable economy for the site. The clubs also occupy a hierarchy within the city based on their economic foundation based on the number of their members and the diversity of their activities and events, Iraqi Hunting Club takes the top spot

for clubs in Iraq. This mechanism can be likened to the hierarchy of cities, as the gathering of economic activities, resources, and services in one place leads to an increase in the scope of influence of the cities or clubs. It is assumed that the economy benefits from increasing this scope because it is an indicator of the level of economic progress. After all, the city or club here is an attractive pole for members or population (Al-Shadidi,2022,P.3).

4.2 Range of Activities and Events

The Iraqi Hunting Club facility attracts members due to the diversity and continuous updating of activities and services and its distinctive role in improving the general experience of individuals by providing a comfortable and enjoyable environment that includes organizing activities and events and providing spaces designated for entertainment and relaxation and contributing to enhancing mental and physical health by providing fitness programs and providing high-end services such as High-end restaurants and spa facilities, Spa Venezia Hunting, which are places for skin care, saunas, steam rooms,

Jacuzzis for relaxation and other related services ranked it first among the entertainment clubs in Iraq. This can be measured by the indicator of the number of members from various districts of Baghdad, which has increased over the years. The number of families participating in the club increased over 20 years, bringing the number of families to (15,000) during the year 2023. In addition to the modernization and diversification of the club's services, which contributed to attracting and increasing members, the increase in the family's standard of living, increase in income, and ownership of vehicles is an indicator of the increase in the number of members after 2003.

In addition to the lack of a competitive market for similar facilities providing the same service with the same quality, some facilities stopped, such as Al-Mansour Club, which is adjacent to the northern side of the Iraqi Hunting Club after 2003, and this led to focusing the load of service provision on the Iraqi Hunting Club.

4.3 Absorptive Capacity

These facilities also depend on the population density, the size of the facility, and its capacity to accommodate or receive individuals, as the club area reaches (6.25) hectares, as the club has a good absorption capacity that reaches its peak at times of gatherings with official and social national events or large events with high audiences such as cultural art festivals and sports tournaments.

4.4 Accessibility and Maximum Distance for Facility

Determining the maximum distance to community facilities involves balancing various factors to ensure that population have adequate access to basic services and facilities, including ease of access, transport infrastructure, market demand,

competition, urban regulations such as zoning legislation, and community preferences. balancing these considerations is essential for choosing ideal locations that enhance accessibility and attract desirable customers and the criteria of ease of access to the Community Entertainment Center, which is the Iraqi Hunting Club, which serves its center and sectors at the city level, when serving population at the sector level, the walking distance is (1-1/2) miles or 800 m under American Public Health Association (Chiara, et al.,1995,P.207)(Ministry of Construction Housing Municipalities and Public Works,2018, P.22) and local standard or range of access time (20) minutes in an urban area with a population of (100,000) population (Chapin,1965,P.377), It is the same standard approved by the Iraqi Ministry of Housing according to the Urban and Rural (Ministry of Construction, Housing, Municipalities and Public Works,2018,P.22) Housing Standards, also when the facility serving population at the city level, the estimated arrival time, according to foreign specifications, is about half an hour by using the vehicle (Chiara and Koppelman,1969, P.190), as shown in (Figure 2), The maximum distance of the club facility depends on taking the preferences and needs of community members into account, through community opinion polls to determine the extent of the need for entertainment, social and sports services, to serve the target audience and ensure its success.

The accessibility factor of the club, which enhances the location of the Iraqi Hunting club near the main roads in the facility's accessibility, as well as a proposed metro line parallel to Al Mansour Street, both of which are distance from the club's location (1) km in addition to the club's location overlooking two streets: Al-Frossiyah Street is the main street with two directions of movement separated by a divider, which is a pedestrian path. The second street is a link between two main streets with two directions of vehicle movement without a divider, as in (Figure 3).



Figure 2. Maximum Distance to Community Services
Source: (Chiara and Koppelman, 1969, P.190).



Figure 3. Ease of access and flow of movement
Source: Prepared by the researcher

5. CONCLUSIONS AND RECOMMENDATION

5.1 Conclusions

1. The functional size of the service is related to the size of the population served by it and the efficiency and economy of its provision to the said size.
2. The appeal of the service provided decreases as the distance between the home and the service site increases. Also, the distance traveled by citizens is related to the frequency or lack of frequency at the service site. In order to cover these factors, there is a hierarchy of service levels for each level of activities and services expected within the center to ensure easy access.
3. Services are more available and diverse in the most densely populated and developed areas, and gradually decrease as we move away from these areas. This reflects the concept of urban concentration, and services are concentrated in urban areas and major centers in areas that are considered centers of economic and social activity, where access to them is easy, and these services are rarely provided the further we get from these central areas.
4. Increasing the scope of the club or a club that has a wide scope of influence is an indicator of the level of progress of its economic status as it serves as a point of attraction for the population through modernization, diversification and continuous and sustainable development of the activities, events and services it provides in a way that achieves quality of life and well-being.

5.2 Recommendations

1. There should be a hierarchy of service levels to ensure easy access within cities, where centrality is highest in the large urban center and gradually decreases as we move away.
2. Urban planning should be integrated and ensure easy access to social entertainment facilities for population, such as clubs, by establishing these services in strategic locations close to roads within the city to improve accessibility to provide comfort, safety, and quality of life for population in the community.
3. Sustainable development and modernization of the activities, events, and services provided, and good management and organization of the club, makes it have social and economic dominance in the city, which are measured by the frequency of its members and the quality of the service in achieving well-being, health, and relaxation for the members, and at the same time, has economic return that ensures the sustainability of the club work.

REFERENCES

- UNESCO. (1984). Backgrounder: UNESCO Clubs, P.3 .
- Chernushenko, D. K., Anna V., & Stubbs, D., (2001). *Sustainable Sport Management: Running an Environmentally, Socially and Economically Responsible Organization*. Nairobi, Kenya :United Nations Environment Programme, P.49 .
- American Society of Civil Engineers. (1986). *Urban Planning Guide*. New York: A.S.C.E., pp.80-81.
- Glasson, J. (1974). *An Introduction to Regional Planning: Concepts, Theory and Practice*. London: Hutchinson Educational. P.145.
- Allen, Marjory Gill. (1969). *Planning for Play*. London: Cambridge: M.I.T. Press, P.20 .
- Department of Statistics [Jordan] & ICF Macro, (2010). *Jordan Population and Family Health Survey 2009*. Calverton, Maryland, USA: Department of Statistics and ICF Macro, P.4.
- Alwan, K. H., & Omran, S. H.. *Asmarat inventory interpretation for Tourism Land Use Planning and Growth Management*. IOP Conference Series: Earth and Environmental Science, 1129(1):012037. <https://doi.org/10.1088/1755-1315/1129/1/012037>.
- UNESCO. (2021). *Associations and Clubs for UNESCO: A Practical Guide*, Edition (Arabic), P.45.
- Kraus, Richard G. .(1955) . *Recreation Leader's Handbook*. New York, P.74 .
- Ministry of Planning, Central statistical Organization, Directorate for Information Technology, Geographic Information Systems Center. (2015) . *Statistical Atlas for census buildings and establishments and families in Iraq 2009*, 1 st Edition. Iraq: Central statistical Organization press.
- Berry, B. J. L., & John, B. P. . (1988). *Market Centers and Retail Location: Theory and Applications*. United States of America: Prentice Hall. P.3.
- Beyard, M. D., Bald, A., et al. .(2001) .*Developing Retail Entertainment Destinations (2nd of Developing Urban Entertainment Centers)*. Washington, D.C. : Urban Land Institute, P.44.
- Al-Shadidi, H. A. S. (2022). *Optimal City size and economic development al-Iskandaria City – Iraq (case study)*. International Journal of Sustainable Development and Planning, 17(6):1917-1922, <https://doi.org/10.18280/ijstdp.170626>.
- PolSERVICE Consulting Engineers. (1973). *Comprehensive development plan for Baghdad 2000*. Baghdad. Mayoralty of Baghdad, P.65.
- Chiara, J. D. , Panero, J., & Zelnik, M. (1995). *Time-Saver Standards for Housing and Residential Development*. New York, McGraw-Hill, P.207.
- Chapin, F. Stuart. (1965). *Urban Land Use Planning*. United States of America :University of Illinois Press, P.377.

Republic of Iraq, Ministry of Construction, Housing, Municipalities and Public Works, Department of Housing. (2018). *Urban and Rural Housing Standards*. Baghdad: *University of Baghdad, Planning Consultant Bureau*. Chapter Four, P.22 .

Chiara, J. D., & Koppelman, L. . (1969). *Planning design criteria*. in cooperation with the School of Architecture Pratt Institute, New York: Van Nostrand Reinhold Company, P.190.