

## Utilizing the Aesthetic Values of the Heritage Symbols in Siwa in Printed Hangings Design for Tourism Development Textile

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### **Introduction:**

With the increasing trend of the tourism industry and its economic returns, tourism development has become one of the basic pillars of society which seeks for it in various ways. The current study focus on the role of design as an effective means of communication between peoples and for their ability of Creativity, innovation, integration the originality with modernity and preservation of heritage, all of which are considered the fundamentals of tourism development.

The tourism sector in Egypt has a special importance because it possesses the cultural and historical elements of this country, making it one of the first cities written on the global tourist map, This is due to the abundance of all kinds of tourism, such as archeological tourism, beach tourism or recreational, in addition to medical tourism, religious tourism.

Since Siwa Oasis has special unique character, it has made it one of the list of important Egyptian tourist attractions in the past 20 years, and is considered one of the oldest sites and teeming with many stories and myths that some try to prove and others to deny, This is as well its remote location in the desert of Western Egypt and the customs of their people with different traditions from the rest of the population of Egypt and their own language, all factors have increased the attraction of tourists.

Siwa's oases are characterized by springs, small lakes and fresh water springs. It is famous with its trade of dates, olive, oil products and handicrafts from carpets, textiles and folk costumes. It is also famous for manufacturing a distinctive style of silver jewelry , natural wellness centers and luxury hotels built in a manner that seeks to be simple and in harmony with the natural, cultural and heritage environment of the Oasis; Which made it an rich Egyptian environment of heritage and full with aesthetic values that can be used in the design of printed hangings inspired by its heritage symbols to give a special Egyptian character to the tourist places in which to confirm its unique identity.

**Key words:** Siwa - Heritage - Hangings - Printed - Tourism

### **Statement of the problem:**

- The lack of studies on the heritage symbols in the Siwa Oasis, where it has not been fortunate to study and analysis, despite the cultural value, natural and tourist and the richness of its values.

- How to deal with the aesthetic elements of the environmental symbols in Siwa with its artistic values which created by the Oasis's inhabitants to create innovative designs of printed textile hangings and tourism advertisements that support its tourism development.
- How to benefit from tourist attractions and the cultural identity of the Siwa Oasis in the design of textile hangings and tourist advertisements to support tourism development.

### **Objectives:**

1. Studying the Egyptian Environment in Siwa Oasis (geographically, historically, socially, tourism)
2. Studying the aesthetic and structural values of heritage & environmental symbols in Siwa and benefiting from them in the development of innovative designs that support tourism.
3. Innovate designs as printed textile hangings inspired by the symbols of heritage in Siwa using the possibilities of computers and employing them in tourist places such as hotels and resorts.
4. Design of tourist advertising printed posters in public places and tourist attractions to achieve tourism development in Siwa.

### **Significance :**

Focus on the environmental and heritage symbols in Siwa with its aesthetic and structural values and benefiting from them to create designs for printed hangings to enrich and support tourism development in the region.

### **Research Assumptions :**

The researchers assume:

- The ecological and heritage symbols in Siwa are rich in values and aesthetics that can be utilized in the field of design.
- The creation of a set of designs for printed textile hangings and posters inspired by the elements of Siwa heritage using computer can enrich the field of design and can be used to achieve tourism development in Siwa.

### **Methodology:**

The research was based on:

- Descriptive Approach: study the Egyptian environment in Siwa Oasis (geographically - historically - socially - tourism).
- Analytical Descriptive Approach: The research dealt with the aesthetic analysis of the environmental and heritage symbols in Siwa through (tables of artistic models for this purpose).
- Experimental Methodology: conducting artistic and applied experiments derived from previous studies of the subject.

### **The limits of the research:**

- Limits of spatial research: Siwa Oasis.
- Limits of topical research:
  - Egyptian Environment in Siwa Oasis.
  - The aesthetic values of the environmental and heritage symbols in Siwa.
  - Design in the field of study.

- Utilizing the designs of printed hanging in achieving tourism development in Siwa

**Theoretical Framework:**

*The first axis: Study the Egyptian environment in the Siwa Oasis (geographically - historically - socially - tourism):*

Siwa Oasis is located in the Western Desert and is about 300 km from the coast of the Mediterranean Sea to the southwest of Marsa Matruh. Siwa is famous for many archaeological sites including: Jupiter Mun Temple in the Aegormy region, Temple of Amun, Ain Shams (Juba, Ain Hammam, Cleopatra bath), The Temple of Umm Ubaida, Temple of Revelation, Mount of the Dead, Mount Takror and others . The people of the oasis have distinctive customs and traditions and have their own language and garment, The study shows that Siwa Oasis has many tourist elements, if attention and development, Attracts world tourism.

		
<b>Fig.(3): A fortified gate of palm branches</b>	<b>Fig.(2): Houses of Siwa</b>	<b>Fig.(1): Ancient Siwa</b>

		
<b>Fig. (6): wedding dress</b>	<b>Fig. (5): Folk costume shape</b>	<b>Fig. (4): Girls' clothing form</b>

*The second axis: Study the aesthetic and structural values of the environmental and heritage symbols in Siwa:*

The hand crafts is an important element of the cultural heritage of the Siwa Oasis. The following tables show the general features of the environmental and heritage symbols and its implications:

Table (1) shows elements and units of geometric shapes

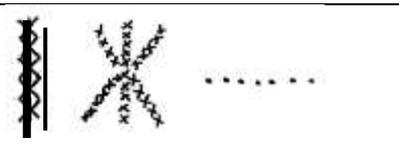
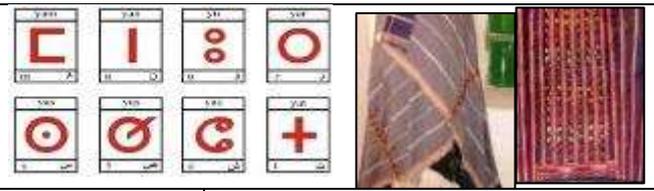
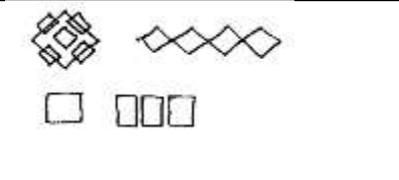
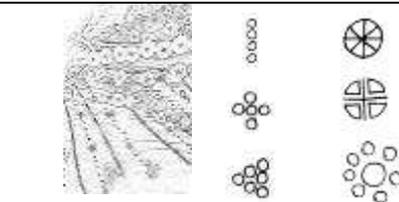
Analysis	Unit	Element
		<p><i>Line</i></p>
		<p><i>Triangle - Star</i></p>
		<p><i>Rectangle - Square - Rhombus</i></p>
		<p><i>Circle</i></p>

Table (2) shows elements and units of plant forms

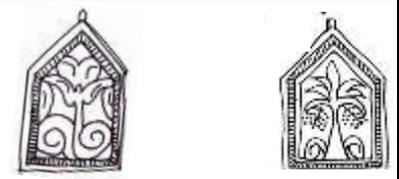
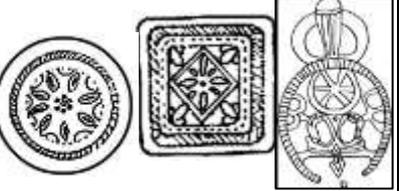
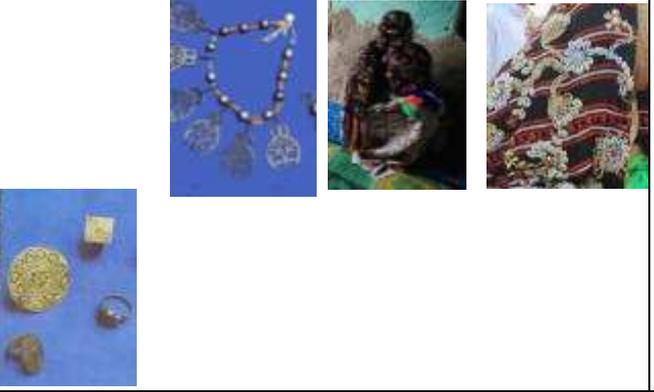
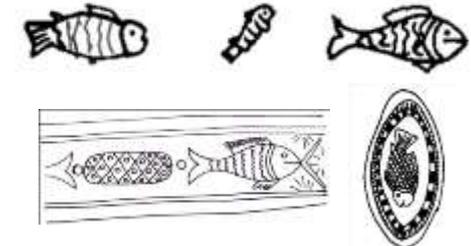
Analysis	Unit	Element
		<p><i>Palm leaf</i></p>
		<p><i>Flower</i></p>

Table (3) shows elements and units of Representational forms

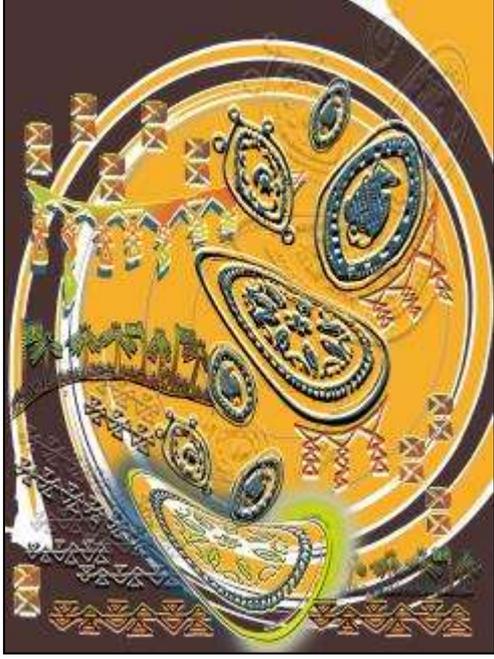
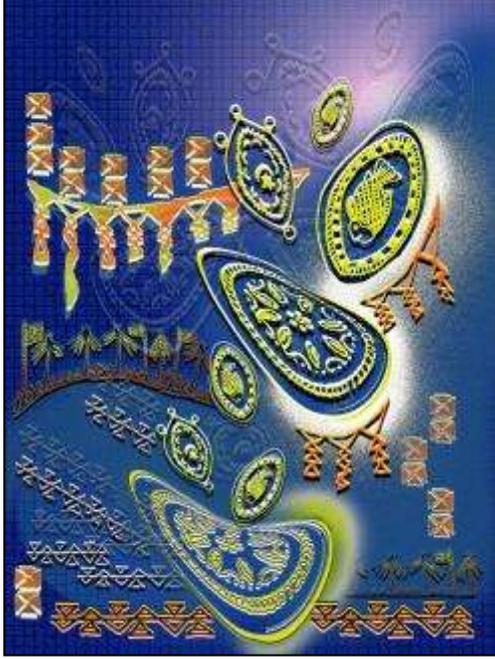
Analysis	Unit	Element
		<i>Fish</i>
		<i>Lion</i>
		<i>Hand</i>
		<i>women</i>
		<i>men</i>

**Application Framework:**

*The third axis: Design & Practical study in light of use heritage symbols in tourism development:*

The tourism sector is one of the most important elements supporting the economy because of its clear role in the development .Through this perspective, the research confirms that the design plays an important and influential role in supporting and stimulating tourism by creating the design of printed textile hangings in tourist places such as hotels and resorts, and as posters printed in public places & tourist attractions inspired by the symbols of the environment and heritage of Siwa to add to those places a special and unique Egyptian character and confirm its identity and to achieve its tourism development, where the creation of 5 designs for hangings then they were processed to produce 17 design ideas by computer and employ them in the rooms of the hotel Taziri ,and also the creation of a number of 6 posters with the use of a promotion in the designs to achieve unity (Siwa .. land of innocence)

Table (4) shows one example of printed textile hanging design

	<p>This design was based on the geometric elements in Siwa art represented in the rings and decorations used in its houses. The researcher distributed the elements horizontally in both straight and curved lines which gave the design movement, as well as the distribution of elements in different sizes from the bottom to up , and in different directions to be given Artwork More movement and rhythm. And then use the computer program to create annotative ideas emanating from it , such as Design idea-A,B,C.</p>
<p>Design (1)</p>	<p>Aesthetic analysis</p>
	
<p>Design idea-B</p>	<p>Design idea-A</p>

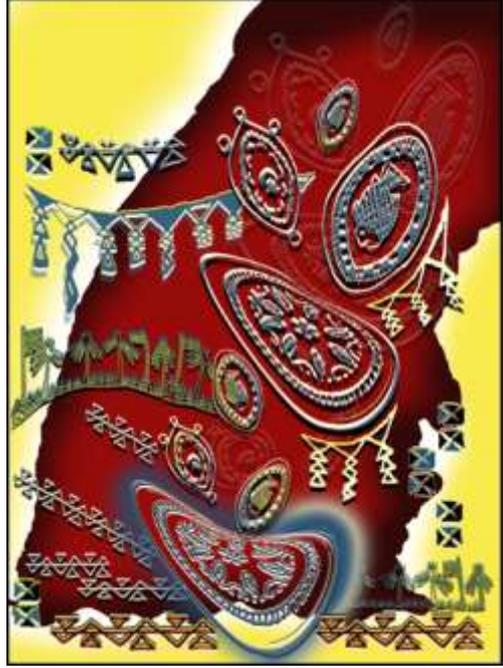
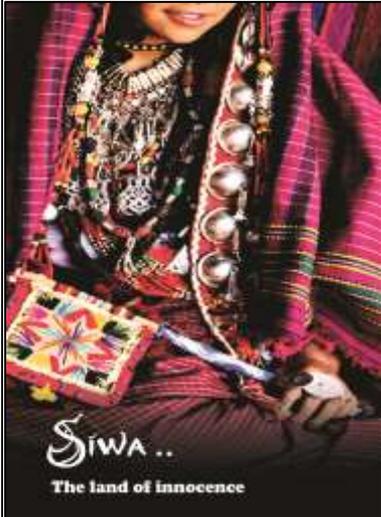
	
<p>The design idea -C is used as a hanging in the room of Taziri Hotel in Siwa</p>	<p>Design idea-C</p>

Table (5) shows one example of posters design ( Siwa .. land of innocence)

	<p><b>Analysis of design elements of design idea (2)</b></p>	
	<p>The idea of advertising was based on the realistic message form, using the image of the girl in traditional folk costume, with a number of aesthetic values, symbols and decorations reflecting the traditional symbols of Siwa, in order to attract the attention of the recipient to the aesthetic values of the environmental symbols of the region.</p>	<p><i>Poster idea</i></p>
<p>Design (2)</p>	<p>The design was based on the style of the frame of the picture to be the main element of the design in order to emphasize the traditional identity of Siwa with the use of an advertising package in English for the comprehensiveness of the advertising message: Siwa .. The Land Of Innocence. The colors have a direct connotation to emphasize the symbols of heritage in Siwa.</p>	<p><i>Elements of design</i></p>

**Results:**

- The use of the aesthetic and formative values of the heritage and environmental symbols in Siwa influenced the design of printed hangings and made it more effective and influential to the public because of the implications and meanings of Egyptian identity.
- The use of symbols with its semantic nature achieves the purpose of the design which is to affirm the Egyptian identity to achieve tourism development.
- The creation of designs for textile hangings and tourist advertisements inspired by Siwa symbols added a special Egyptian character to tourist places, which emphasized the community role of designer in tourism development.

**Recommendations:**

- Identify tourist sites and work on the construction and support of infrastructure and support services in accordance with all environmental considerations.
- To develop plans and programs to establish and implement eco-tourism projects that are compatible with the preservation of the environment, monuments, civilization and cultural heritage.
- To attract and encourage investments in eco-tourism.
- Environmental awareness of all needs of the community through different areas of design to achieve tourism development .
- To promote the dissemination of environmental culture as well as tourism culture and increase tourism awareness

**Conclusion :**

Then, the analytical and applied studies have shown that the aesthetical study of the environmental symbols in Siwa and its values is an important source that creates designs can be used to support tourism development ,emphasize the importance of community participation in preserving heritage and confirming identity.

The researchers were also able to use the designs derived and inspired by the study of environmental symbols in Siwa combining the originality and modernity, Which gives the tourist places a special unique character.

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