

The Philosophy of Al-Qatt Al-Asiri and the Role of the Woman in the Transfer of the Handicraft Cultural Heritage for the Enrichment of the Textile Hangings and Promotion of the Saudi Tourism Marketing

Assist. Prof. Dr. Fadia Mohamed Hesham Zakria

(Professor Assistant in the Department of Applied Arts –Faculty of Architecture and Design –Jazan University –Kingdom of Saudi Arabia)

Kenzy407@yahoo.com

fhesham@jazanu.edu.sa

Abstract

Highlighting the importance of “Al-Qatt Al-Asiri” as one of the popular kind of arts known in the Kingdom of Saudi Arabia. It is the traditional art of engraving and decoration on the walls of the houses, which the women in Asir have mastered. The UNESCO added this art to the list of the Intangible Cultural Heritage of Humanity, which shall be preserved urgently, in the Island of Jeju in South Korea in the period from 4th to 9th of September 2017.

In addition, it shows the role of the women in Asir in the development and transfer of the handicraft cultural heritage of Al-Qatt Al-Asiri through its philosophy, distinguishable colors, and most famous artists, as well as enables the woman in the community through setting special designs, making workshops, courses, museums , and tourist villages to develop and preserve this tourism heritage. It also creates designs that contributes in stimulating the tourism marketing, promoting the public taste, and discovering the heritage identity and the heritage treasures. This makes Al-Qatt Al-Asiri in the top of the heritage tourism destinations in the Kingdom. This is defined in the research results through showing the aesthetics of Al-Qatt Al-Asiri through the creative of the textile printed hangings inspired by Al-Qatt Al-Asiri and its effect on the tourism marketing.

Keywords:

Philosophy of Al-Qatt Al – Asiri - Artistic Cultural - Handicrafts -Textile Hanging - Tourism Marketing.

Statement of the Problem

- The problem of the research is defined in highlighting the importance of “Al-Qatt Al-Asiri” as a globally-classified heritage, and its effect on the promotion of the printed textile hangings and the tourism marketing.
- What is the role of the women in the promotion of the handicraft cultural heritage of “Al-Qatt Al-Asiri” and the preservation of it from extinction.

Objectives

The objectives of the research are as follows:

- Showing the aesthetic aspect of “Al-Qatt Al-Asiri” and (Asir) as a distinguished tourism location across the Kingdom with regard to the geographical location and the variety of topography, mountains, tourist villages, and climate, in addition to the variety of customs, traditions, heritage handicrafts, and the aesthetics of Al-Qatt, which will enrich the printed textile designs.
- Recognizing the most famous artists of Al-Qatt Al-Asiri, its subjects, building philosophy, attractive colors, and the modern artistic orientations, in addition to recognizing the techniques that the artists follow in their works for the revival of the heritage of Asir through the analysis of the samples of their works.

- Determining the way of utilizing the aesthetics of Al-Qatt Al-Asiri through the creative designs of the printed textile hangings, and the effect of the tourism marketing.

Research Importance:

The importance of this research is determined as follows:

- The development of contemporary designs of printed textile hangings inspired by the aesthetics of the traditional decorations of the Assiri tribe as a fertile source of innovative designs derived from the region's original heritage and internationally classified by UNESCO World Heritage.
- Highlighting the role of the woman in the Assiri society and the transfer of the cultural heritage through art (engraving murals, establishing private museums - tourist villages - private workshops - establishing courses for the development of this art and preservation from extinction).
- Protect heritage crafts from the threat of civilizational invasion and technological advances and stimulate the local tourism shopping process, reflecting on the life of the individual and society.

Methodology

Theoretical Approach: Through previous studies and sources of knowledge.

Analytical Descriptive Approach: This is the analytical study of selected combinations of the decorations of Al-Qatt Al-Asiri.

Experimental Approach: (Applied Art), through the innovative designs implemented using (RamseteIII-AdobephotoshopCs6) and the technical studies of the decoration of the cat for the study to be used for the development of printed textile hangings that enrich the field of internal tourism.

Functional Approach: The role of traditional crafts (Al-Qatt Al-Asiri) as a popular handicraft from the point of view of its function in economic, social and artistic life and its impact on tourism marketing for the region.

Experimental:

The researcher selected a set of distinctive decorations for the Al-Qatt Al-Asiri art, which were engraved on the murals of the Asiri architecture, which were dealt with in the theoretical framework of the research.

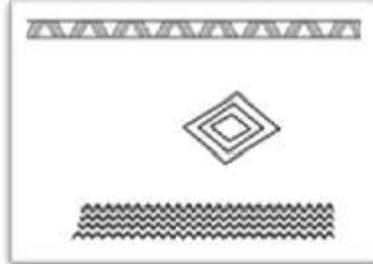
The study of the decorative unit was examined in terms of chromatic and formal analysis and the foundations of the construction of the decorative unit and its use for practical applications to research the construction of textile pendants(hangings) And their employment in the field of interior architecture (tourist hotels in Asiri region). The following are the research experiences:

Design Idea No. (1):

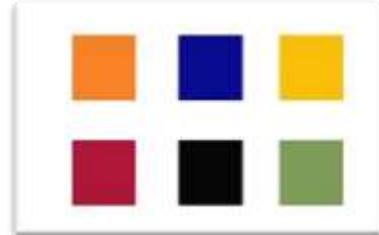
The base of this idea are shapes and lines, which are the basic elements of color bands (high horizontal lines, thick horizontal lines, broken horizontal lines, saw teeth, vertical horizontal lines, geometric shapes, etc.) Al-Assiri was used to develop a printed textile hanging.



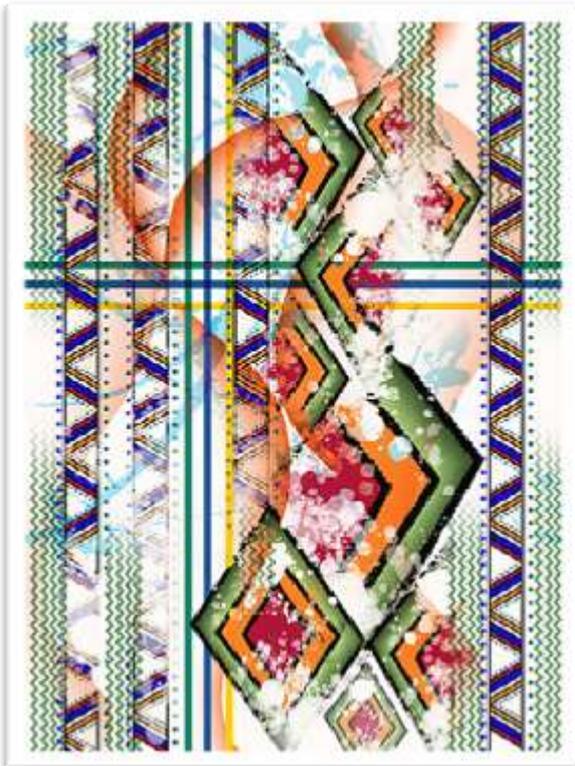
The motive (Inspiration source)



Formal analysis of the decorative unit



Chromatic analysis



Proposed employment for one of the exterior facades of hotels



Design Idea 1 Innovative Printed Textile Hanging

Research results:

1. The researcher conducted a number of "7" experiments of design ideas developed and inspired by the aesthetics of the Al-Qatt Al-Asiri through the analytical study of the units of decoration and identify the characteristics of the elements of the decoration and colors distinctive to the Al-Qatt Al-Asiri and applied through the proposed recruitment to beautify the interior architecture of a group of famous Asiri hotels (Al Hamra Palace Hotel in Abha - Intercontinental Hotel in Abha - Abha Palaceetc)
2. The results revealed the importance of folklore and its impact on the tourism shopping process through increasing the research studies on the Asiri region, its importance, its tourist nature, its cultural heritage, the role of woman in preserving it, and benefiting from its aesthetics, by applying it to the decoration of tourist hotels with the printed textile pendants (hangings).

References:**Books:**

1. Abu Qahaf Abdel Salam (1986): The Tourism Industry in Egypt, The Modern Arab Bureau, Alexandria
2. Al-Qahtani, Mohammed Farah, and Mohammed Arbab and Abdel-Moneim Ibrahim, (1997): Tourism basics and concepts, Dar Al-Alam, Jeddah.
3. Kafafi, Hussein, (1991), A Modern Vision for Tourism Development in Developing Countries, Egyptian General Book Authority, Cairo Book, Cairo.
4. Al-Namas Museum in Asir Region.
5. Mohamed Ezzat Saad Mahmoud (1984): "theories of product design" - Cairo.
6. Mostafa Mohamed Hussein, Abdel Aziz Gouda, Hussein Hussein Haggag (2000): "Designing the printing of handmade textiles" Cairo - Publisher is not mentioned
7. Yunus, Fadl Ahmed (1993): Tourism Geography, Dar Al-Nahda Al Arabiya, Beirut.

Published and unpublished scientific research:

8. Asmaa Abdullah Thafafan (2008): "The aesthetics of the popular art of Assiri and his role in the revitalization of tourism through the plastic painting" Master Thesis published - Faculty of Education - King Saud University 1429.
9. Salami , Khaira Awad (2001): "The study of popular fashion for Saudi women in the area of Baha", unpublished master thesis, Faculty of Home Economics, Department of Clothing and Textiles, Jeddah.
10. Abdul Razzaq bin Sulaiman bin Ahmed Abu Dawood (2012): "The concept of tourism and its importance and its applicability to the Kingdom of Saudi Arabia" - Research published - Faculty of Arts and Humanities, King Abdul Aziz University, Journal of the file of agate, Volume (16), 32-31), pp. 29-45.
11. Nehal Abdul Jawad Mohammed Abu Al-Khair Iman Bhans Ahmed Khudair (2015): "Folk Decorations as an Approach to Enriching the Fine, Functional and Functional Values of Furniture Designs" "Case Study on Textiles Used in Tourist Villages and Road Breaks in Taif City, Saudi Arabia" International Design Magazine - Number (5).
12. Hani Mohamed Ali Al-Jawhara (2005): "The Unit of Elements and Figures in the Mural Inscriptions in Asir Region and its Relationship to Dress", published by Damascus University of Science and Engineering, Volume 21, No. 2.

Various articles and magazines:

13. Mohammed Al-Quweiz (2007): "Fatima Abu Qahas, the traditional personality" Al-Riyadh Newspaper, Issue No. 14290, August 9. Source: WWW. Alriyadh.com
14. Abdullah Al-Musallami (2010): "The departure of the pioneer of the art of etching" Al-Watan en Lin, March 6
15. Source: www.alwatan.com
16. Ibrahim Ahmed Hassan, (1992): Tourism in Asir Region, Journal of Arab Research and Studies, No. 20, pp. 135-169.
17. Zayed Al-Asmari, and Ayman Al-Ajmi (2017): "Asir tourism elements looking for a road map" - Al Watan On Line - June 17. Source: www.alwatan.co
18. Sultan Al-Ahmari (2015) - Artist specialized in "Al-Naqsh al-Asiri" working on the mural of the United Nations - Riyadh - for one of the 12 Muharram (Umm al-Qura) - 25 October - Issue 1728 Source: WWW. Alriyadh.com
19. Abdullah Mrei (2010): "The Asiri inscription is an art that imitates the time and the miracles of the universe". Al-Riyadh Newspaper - Issue (15333) Source: WWW. Alriyadh.co
20. Amroush, Ahmed (1988): "The aesthetics of the forms of architecture and decorations in Asir region," South Magazine, Issue 56, April.
21. Ali Al-Bushri (2006): "Fatima Abu Qahas, 7 Contracts in Transforming Walls into an Beauty World", Al-Sharq Al-Awsat, Issue 9994, April 9. Source archive.aawsat.com
22. Sultan Al-Ahmari (2009): "The village of Al-Miftafah" recovers "Asir civilization" in front of the generation of transformations, Al-Riyadh Newspaper, No. 14977, June 26. Source WWW. Alriyadh.com
23. Haifa Al-Hababi (2013): "Fatima Abu Qahas .. Lady of the Al-Qatt Al-Asiri " - Al Watan On Line - February 12. Source: www.alwatan.com
24. McIntosh (1994), R., C. Goeldner, and B. Ritchie, Tourism: Principles, Practice And Philosophies, John Wiley & Sons, New York
25. Manger (1996), Impressions of Arabia: Architecture and Frescoes of The Asir Region, Flammarion, New York, p24.

Web sites:

26. <https://ar.wikipedia.org/wiki> 2017
27. <https://aseer.gov.sa> 2017
28. <http://www.alriyadh.com/531890> 2018
29. <http://www.ars.gov.sa/AsirRegion/AsirAntiquities/Pages/default.aspx> -http 2018
30. <http://www.sauditravel.com/abha/shamsan-castle-ottoman/> 2018
31. <https://aawsat.com/home/article/177> 2018
32. www.spa.gov.sa/171456 2018
<https://www.alarabiya.net/ar/saudi-today/2018/01/14>
- 33.
34. <http://www.alsharq.net.sa/2014/05/19/11448> 2018
35. m.bayt.com 2018
36. <http://www.wazzamam.com> 2018
37. <http://www.abhashopping.com/> 2018